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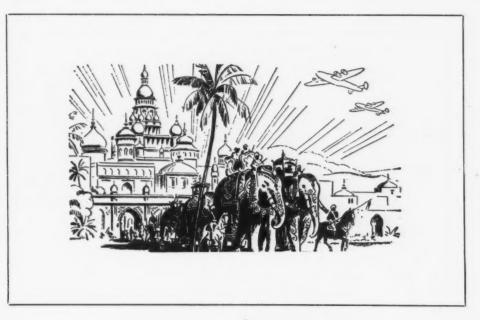
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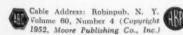
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October—Calendula or Cosmos

November—Chrysanthemum

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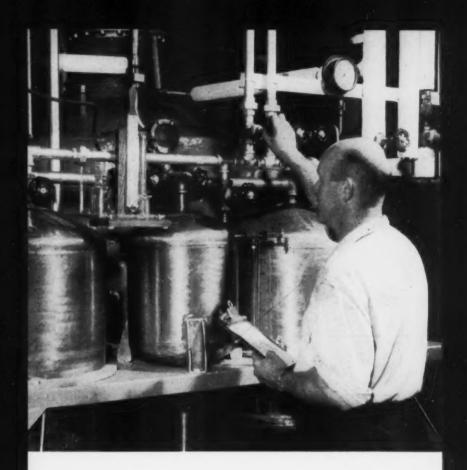
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To: MANUFACTURERS OF PROPRIETARIES AND PHARMACEUTICALS

Subject: MAKING MEDICINAL PRODUCTS MORE PALATABLE THROUGH From: FRITZSCHE EROTHERS, Inc. THE USE OF MODERN, SCIENTIFICALLY DEVELOPED FLAVORS.

Medicinal flavoring has undergone a marked change in recent medicinal liavoring has undergone a marked change in recent years — a change as subtle as it is effective because of the years — a change as subtle as it is effective because of the skill with which palatability has been achieved for so many of

Old flavor-standbys of former years — peppermint, cherry and the like — while still widely used, are giving way gradually to new scientifically prepared flavorings which have been depharmacy's complex, new products. the like — while still widely used, are giving way gradually to new, scientifically prepared flavorings which have been developed specifically, in each case, to meet conditions peculiar to the particular product involved

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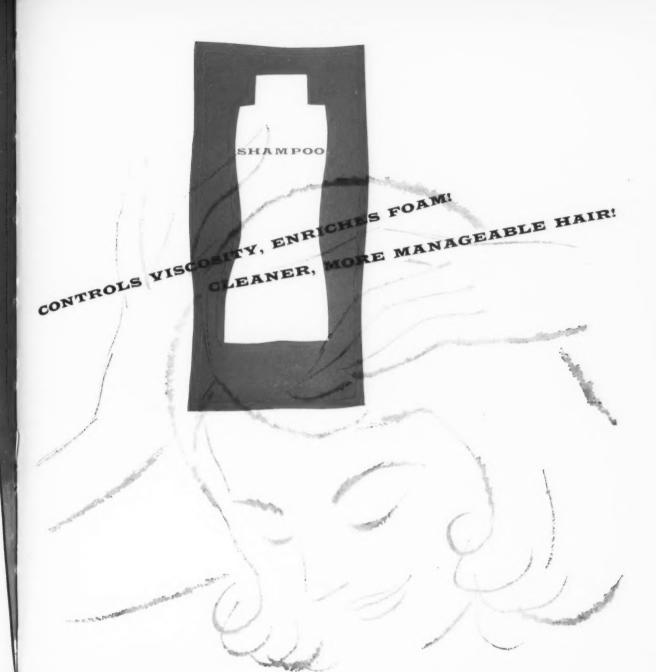
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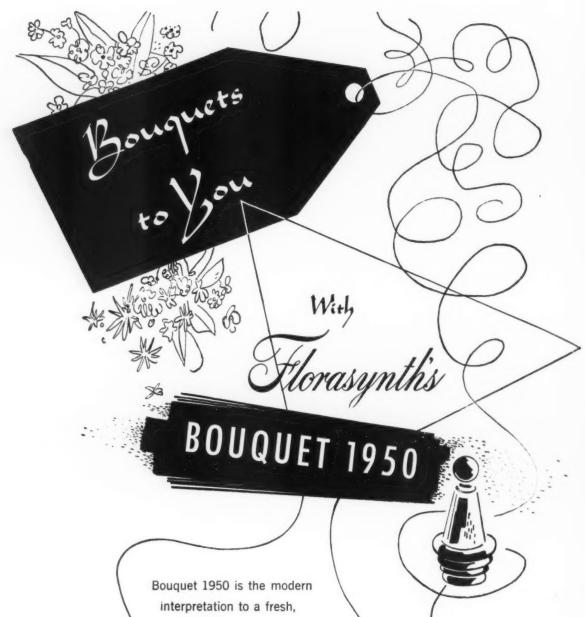
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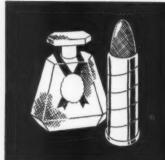


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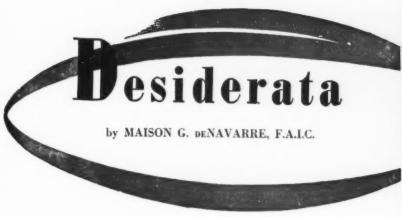
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M. G. deNavarre at work in his laboratory

Synthetic Musk

One of the Dutch companies (with an American manufacturing unit) currently offers a new type of Synthetic Musk, priced at around \$10.00 a pound. It apparently does not belong to the cyclopentadecanalid class but even so it doesn't discolor. Its odor is very much like the complex "cyclo" musks having good fixative value and excellent solubility. It may be used in soaps, powders, creams and perfumes.

A cursory examination shows it to have an awful lot of power with long-lasting characteristics. With all of these advantages and low price it is worth trying in many applications.

Lipstick Stain Wax

A British company is offering a new wax-like material that is reputed to have unusual properties for use in lipsticks. A preliminary examination indicates the material to have quite good solvent properties. The dye is dissolved in the wax at about 65°C after which the other ingredients are added. If preferred, a stock solution of the dye in the wax may be made and stored in slabs.

As an example of a lipstick containing this material the supplier

es the following:	
Wax Solvent	20 00
Lanolin	10 %
Cocoa Butter	5.50
Beeswax	4 00
Ozokerite	18 00
Carnauba Wax	4.20
Oleyl Alcohol	7 00
Heavy mineral oil	29.30
Bromo Acid	9 07

This base is mixed with a sufficient amount of perfume and insoluble lakes to give a suitable lipstick.

The material has been tested both in vitro and in vivo to determine its safety. It has also has been tested dermatologically and has been found satisfactory.

It is believed that this wax, melting at 56°C, possessing good alcohol solubility and ready miscibility with fats and oils, will find wide use in the compounding of lipsticks and related products. As yet the material is available from England only but once patent protection, now applied for, is obtained it will undoubtedly be available everywhere.

Ad Lib Speakers

What is more exasperating to hear than a speaker "ad lib" from a few notes, if any, if he is not a qualified speaker? I have just returned from the Centennial Meeting of the American Pharmaceutical Assn. and noticed that quite a number of the papers presented were on the "ad lib" basis. More often than not the address was disjointed and badly presented.

Why don't these speakers prepare a paper and read it? They would get the idea across exactly as they want it to and everyone would get more out of it,

Chlorophyll

At the Centennial Meeting mentioned above several papers were presented on the various aspects of chlorophyll usefulness.

One paper concerned itself with a new method of determining the deodorizing character of various substances, including chlorophyll, in measuring a pendant drop of liquid in a specially constructed chamber: the worker was able to show that a forty milligram tablet of commercial preparation of chlorophyll deodorized bourbon whiskey substantially when both were taken internally. The chlorophyll also deodorized such pungent materials as eugenol and eucalyptol. Another paper concerned itself with a new chlorophyll product and still another discussed the deodorizing effect of a chlorophyll-containing dentifrice. Perhaps the best all around address was that given by Dr. Munch who covered the chlorophyll story quite completely. Those who have heard him speak know how good he is. Munch knew his subject well. One of the gems uttered was to the effect that "if enough water soluble chlorophyllin is used, it does have a deodorizing effect under condition of use." This is pretty much what everyone has been saying but, with the chlorophyllins being at just this side of \$100.00 per pound, one may understand why they are so often used only in a tinting strength.

Dr. Munch pleaded for more work, standardization of test procedures and greater all-around study on this vital material.

Cancer and Mineral Oil

Since about 1945 a British advisory committee of the cotton industry has studied a disease known as "mule spinner's cancer", which is a disease found in the cotton spinning industry.

The advisory committee has devoted much study to the problem and concluded that unsaturated aromatic compounds in the oil were responsible for cancer. However, the committee now reports that highly refined oils, drastically treated with sulfuric acid, are non-

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Want to give your perfumes and toiletries new self-ability? Scent them with CHERINE!

This light, gay, French-type fragrance is ideal for perfumes, toilet waters, stick colognes, sachets, powders, hand lotions and creams. Cherine's pleasing feminine fragrance appeals to youthful women of all ages. Its amazingly low price of \$9.50 per pound makes it extremely economical to use in all of your cosmetics.

We'll be glad to send you samples for your own tests . . . no obligation, of course.





AROMATIC PRODUCTS, INC.

15 EAST 30th STREET . NEW YORK 16

CHICAGO . DALLAS . MEMPHIS . PITTSBURGH . LOS ANGELES . BOSTON

cancerogenic and are satisfactory lubricating oils for the mule spindles. These refined oils are generally called "white oils."

One can see the application of this study to dermatologic practice; it is most reassuring to know that the more refined the mineral oils, the safer they are.

Preservatives

Over two years ago, Frank Atkins published an interesting article in our British contemporary MANUFACTURING CHEMIST which in part covered the use of preservatives. I had almost forgotten Atkins' work until finding it again recently in conjunction with some reference checking.

Atkins attempted to determine the effect of an oil phase on withdrawing the methyl and propyl para-hydroxy-benzoates from emulsions. He found that the rapid increase in oil solubility of the propyl-ester at temperatures above 16°C, tended to draw that material into the oil phase. On this basis he calculated that 90% of the propylester would be present in the oil phase whereas in the case of the methyl-ester only 33% was found in the oil phase. Since it is generally believed that a preservative must be dissolved in the water phase to be effective it is at once recognized that a suitable amount of methyl-ester, over the propylester, is indicated.

Atkins further found that unless the finished cream, using a mixture of the two esters, contained at least 0.1% methyl-ester that the cream could not be adequately preserved. This in turn confirms what this department has been saying for years. In fact I have often found that, in using mixtures of the two esters in emulsions with low fat content, occasionally one would get crystals of the propyl-ester when the temperature became quite cold.

text on cosmetics, such as that by Thomssen or Harry. We are enclosing a reprint of an article on cream shampoo which should enable you to start some experimental work in this line. We are also including a reprint that gives an experimental brushless shave formula; it can be modified to suit your taste. As regards bringing back the color of hair, as you know, you cannot bring back any color to hair. You can dye grey hair or rather the whole head to make it all look the same. One of the popular old type products has been 1 percent lead acetate with 1 or 2 percent of colloidal sulphur together with a small amount of glycerine in enough water to make the product. The bottle will have to be la-beled with a "shake well" designa-

974: Cosmetic Trade Rules

Q. I am interested in and have attempted to enter the cosmetic industry. I would like to have a copy of *The Chemistry and Manufacture of Cosmetics*. If you sell this book, will you please send me a copy C.O.D.? What is required of the government to manufacture, package and sell cosmetics to the public from one's home?

S. S., Illinois.

A. We are sorry to say that the book "The Chemistry and Manufacture of Cosmetics" is out of print and is currently being revised. It will not be available until next year sometime. No special licenses are required to manufacture and package cosmetics but your products must be labeled in conformity with the Food and Drug Act. The premises on which the cosmetics are made must be able to pass inspection when called upon by the Food and Drug Administration inspectors. This magazine sells no formulas but we suggest that you read, at your public library, previous issues of this magazine.

Questions and Answers

972: Waving Solution

Q. First, I would like you to give me a formula for a good croqignole oil solid. As a starter, I want to make up just ten pounds at a time, though I may double that amount later. I want it to be a little stiffer than the croqignole oil for white people. I also would like a formula that may be produced by my employees and a formula for a good cream shampoo with directions on how to use it, and also good cream cologne and deodorant cream formulae.

S.A., Georgia

A. We are sending you a couple of reprints which should help you with some of your product formulations. Actually, you ought to buy one or two books on the subject, such as the book by Thomssen or Harry, both of which are available from "The American Perfumer". We are not certain of the meaning of "croqignole oil" solid. If this is a solid waving solution, you simply adjust the strength of your standard waving solution and make up into a suitable cream base. There are water soluble creams which carry about 75 per cent of the waving solution, in which case you will

make your solution 1.33 times stronger than usual. In the greasy creams, about 50 per cent of the product is emulsifier, and 50 per cent waving solution, in which case the solution will be double strength. In both instances, the finished product will represent about the same strength per ounce as the original solution.

973: Request for Formulae

Q. We are contemplating testing some new products. One is a product to bring back color to grey hair, another is a cream shampoo with lanolin to be sold in jars or tubes, another is a brushless shaving cream with lanolin and a hair conditioner with a fairly good quantity of lanolin, if possible containing petrolatum, soluble lanolin and other ingredients that will eliminate greasiness. We would appreciate formulae for the above with complete instructions in order that we may test the formulations and also the market. H.R.I., Oregon

A. The number of formulae you require, in our opinion, is sufficient to suggest that you buy some

975: Toilet Water Formula

Q. Could you give me a formula for making toilet water? B.G., N.J.

A. In making toilet water, generally speaking one adds from four to six ounces of perfume oil to enough alcohol of suitable strength to make a gallon. This is then tinted, if desired, chilled and filtered. Generally 80 percent alcohol is the strength used, but some fragrances may require as much as 90 per cent.

CHARABOT bas come to New York

Since 1817 the fame of CHARABOT & CIE., and HUGUES AINÉ, of Grasse, France, has been the standard of excellence in the field of floral products and essential oils for perfumes, cosmetics and soaps. It is with great pride and sense of achievement that CHARABOT announces another step forward.

CHARABOT & CO., Inc., with main offices in New York City, will now serve you direct. The complete line of CHARABOT products will be available. They will be stocked in this country in their original containers

In this way you will benefit from prompt service for your immediate aromatic needs *plus* expert consultation facilities which will always be at your service.

Remember . . . CHARABOT means quality and service!



Aspects of Aging in Perfumes



Stability is a critical factor in perfume formulae.

NE of the factors contributing to the success of a perfume is its stability when stored over long periods of time. In this age of mass production and mass distribution, it becomes imperative to market only those perfumes which maintain their original appearance and odor quality for several years. The subject has been discussed by various authors, including Strausz (1), Parentini (2) and Collumbier (3) who have made

Changes which various essential oils and aromatics undergo during storage in alcoholic solutions

PAUL Z. BEDOUKIAN, Ph.D.*

Author of Perfumery Synthetics and Isolates

interesting remarks and valuable suggestions concerning the process of aging of perfumes.

There is, however, very little information available regarding the changes which various essential oils and aromatics undergo upon storage in alcoholic solutions, and more important still, on the various degrees of chemical interactions which may take place when the ingredients of a finished perfume are brought together and allowed to stand in an alcoholic solution. In spite of the lack of any definite information, perhaps it would be of interest to the reader to try to draw certain conclusions on the subject by applying our knowledge of organic chemistry and by a review of pertinent experimental data which have been reported in the literature.

Perfumes, as we know, are made up of alcohols, esters, lactones, aldehydes, ketones, acids, oxides, amines, etc. All of these are organic chemicals and as such possess varying degrees of reactivity. It is too much to expect a mixture of these compounds to remain inactive over long periods of time, but any changes should remain at a minimum so that the sum total of odor effect can remain sensibly unaltered during the period of marketing and consumption.

Quality of Alcohol Varies

We start with the assumption that the solvent, ethyl alcohol, is a perfectly neutral medium consisting of

⁶ Compagnie Parento.

ethyl alcohol and the odorless denaturant. Actually, the quality of the alcohol varies according to its source and the degree of care taken in its purification. The alcohol used in France obtained from grapes is claimed to have a very fine bouquet due to the presence of traces of esters. The alcohol obtained from molasses contains varying amounts of aldehydes and fusel oil, acids, etc. The most objectionable ingredients in alcohols from any source are the low boiling aldehydes which have a burning odor and create the sharp unpleasant note common in raw alcohols. Carefully purified alcohols are much smoother and bland in odor. Prolonged storage of alcohol results in a reduction of the aldehyde content and an increase in the ester number. Apparently, the aldehydes slowly undergo a Tischenko type condensation, giving esters. At the same time, a further increase in the ester content results from the interaction of acids with the alcohol. The improvement in the quality of whiskeys after several years' storage is largely due to this type of reaction. Detailed studies have been made on this subject (4) (5).

When Perfumery Alcohols are Added

What happens when perfumery alcohols are added to ethyl alcohol? Presumably there is no reaction under ordinary conditions. Industrially, alcohols are condensed with each other at high temperatures under the influence of alkali catalysts to give higher saturated alcohols (6). Thus, when butyl alcohol is refluxed with a 50 per cent sodium hydroxide solution for 23 hours, it gives high yields of 2-ethyl-1-hexanol. There is little likelihood that such a reaction takes place in a perfume solution. Perfumery alcohols even in solution, however, will undergo oxidation when exposed to air, especially under the influence of light. Such reactions can be catalyzed by the presence of traces of copper or iron (7) (8). In general, however, the alcohols are the safest and most stable of perfumery ingredients.

When Aldehydes are Added

It is another matter when an aldehyde is added to ethyl alcohol. In practically every case where an aldehyde which contains a methylenic group adjacent to the carbonyl group (i.e. R.CH₂.CHO.) is added to alcohols there is an interaction between the aldehyde and the alcohol with the formation of hemiacetals, according to the following equation.

$$R.CHO + R'OH \rightleftharpoons RCH$$

It was observed as early as 1911 by de Leeuw (9) that mixtures of aldehydes and alcohols exhibited values of density and refractive indices which were different from those obtained by calculation according to the law of dilution.

Meerwein (10) and later Enklaar (11) also made observations on the peculiar behavior of aldehydes in alcoholic solution. In a series of studies, Adkins and Broderick (12) came to the conclusion that on adding aldehydes to an alcohol such as ethyl alcohol, a reaction takes place between one molecule of aldehyde and one molecule of alcohol, with the apparent formation of a hemiacetal. It is noteworthy that these hemiacetals were found to be much more stable to alkalis than the alde-

hyde itself (13). It had also been noted that on mixing an aldehyde and an alcohol, a new absorption band was observed, indicating the formation of hemiacetals (14).

Hemiacetals

These hemiacetals were not isolated and there was still no positive proof of their existence. In 1933, Schimmel and Co. (15) published some interesting results of their investigations. On mixing together a number of perfumery alcohols and aldehydes, they observed a rise in temperature with the formation of hemiacetals. In some instances, the hemiacetals were solids and capable of isolation and analysis. Thus, by mixing equivalent proportions of decyl alcohol and decyl aldehyde, a solid hemiacetal was obtained which could be recrystallized from ethyl acetate. Its odor was different from either decyl alcohol or decyl aldehyde, being reminiscent of oil of rue. On distillation it gave the aldehyde and alcohol. That hemiacetals are loose molecular compounds is also indicated by the fact that they give both aldehyde and alcohol derivatives. It is also interesting to note that although the refractive indices and specific gravities were not simple additions of the components, this was not the case with the optical rotation. The exact nature of the configuration of hemiacetals is not clearly known and there has been considerable speculation on their nature (16).

The formation of the hemiacetal is by no means instantaneous, the time involved depending largely upon the temperature of the reactants. Rutovskii and Zabrodina observed that it took citronellal-citrenellol forty-five minutes to reach an equilibrium at room temperature (17). These authors found that the hemiacetals had a considerably lower solubility in 70-80 per cent alcohols than their components, a fact worth remembering in compounding cologne perfumes. It was also found that secondary alcohols give hemiacetals less readily, and tertiary alcohols such as linalool or terpineol, not at all.

It has been stated that the formation of a hemiacetal between ethyl alcohol and a perfumery aldehyde can be inhibited by the addition of a small percentage of water to the alcohol, but no experimental evidence is available to support this statement (18).

Oxidation of Aldehydes

It is well known that aldehydes oxidize to the corresponding acid and in many cases do so with great ease. Some of the perfumery aldehydes such as the aliphatic aldehydes, cinnamic aldehydes, amyl cinnamic aldehyde, hydroxycitronellal and others, are prone to rapid oxidadation when exposed to air. As explained above, in cases where hemiacetals are formed, they are much more stable. Even when no hemiacetals are formed, mixing them with alcohol increases their stability greatly. Rates of oxidation of aldehydes have been studied by Bogert and Davidson (19), who also found that mixtures of aldehydes exert a catalytic influence on each other and increase the rate of oxidation. It may be concluded that mixtures of aldehydes in alcoholic solution may partially oxidize when exposed to air.

Acetals

Acetals are considered to be much more stable than aldehydes. Even here, there is the possibility of a radical exchange when an acetal is dissolved in alcohol. Thus it



Degree of interaction of ingredients of a finished perfume, when standing in alcoholic solution, varies,

has been found that when an acetal is treated with an alcohol in the presence of traces of acid, a mixed acetal is formed according to the following equation. (20).

$$R.CH + R''OH \Rightarrow R.CH + ROH$$

Esters used in perfumery are considered the safest and most stable class of compounds. Here again, one is confronted with certain reactions which at times give unexpected and unpleasant results. Esters tend to slowly exchange radicals with alcohols as indicated below. This reaction is accelerated in the presence of catalysts. Thus, when various acetates such as benzyl, cinnamyl or geranyl acetate, were warmed on a water bath for several days in the presence of small quantities of alkali, the ester was hydrolyzed with the formation of large quantities of ethyl acetate (21). The odor of ethyl acetate which can often be detected in old perfumes is the result of this type of reaction. If sufficient alkali is dissolved from the glass, such a reaction could proceed sufficiently to cause spoilage of the finished perfume. It is interesting that this kind of ester interchange also occurs in the presence of acids (22) (23).

In an effort to evaluate the relative tendency of replacement in the alcoholysis of esters, Hatch and Adkins (24) carried out a series of experiments. They found that straight chain alcohols had about equal replacing powers whereas branched chain alcohols were the most reactive. Unsaturated and benezenoid alcohols were of lesser reactivity. This again means that a mixture of benzyl acetate and alcohol would tend to form ethyl acetate. One can readily imagine the series of complex radical exchanges which can take place in a mixture of perfumery alcohols and esters. It is stated that in distilling esters such as butyl acetate, hydrolysis is avoided by the addition of traces of alkali metal salts of aromatic acids,

such as sodium benzoate (25). It would be interesting to investigate the influence of such salts in stabilizing perfumes which contain high proportions of esters.

Mixture of Esters

Even a mixture of esters tends to react. For example, when ethyl benzoate and butyl acetate are heated in the presence of acid catalysts, ethyl acetate is formed which can be distilled off (26). Anthranilic esters such as phenyl ethyl anthranilate are most conveniently prepared by treating methyl anthranilate with linalyl formate in the presence of small quantities of sodium alcoholate of linalool (27). It is true that in the two cases mentioned above, the treatment is rather drastic and may not be considered applicable to solutions of perfume oils in alcohol. In the latter case, however, the reaction may take place to a much lesser extent during prolonged storage.

Formation of Schiff Bases

The "bete noire" of perfumers is the formation of Schiff bases by the interaction of amines with aldehydes or ketones. Fortunately, only a few amines are used in compounding perfumes, notably indole, skatole, methyl and dimethyl anthranilate. On the other hand, these few compounds even when used in minute quantities may play havoc with the stability of a perfume composition.

It is often necessary to use these amines in perfumes because of their lasting properties and very desirable odors. A knowledge of what happens when they react with carbonyl compounds is indispensable to the perfumer.

The reactions of anthranilic acid and its esters have been investigated by various workers. Ekeley and Poe (28) obtained characteristic Schiff bases by mixing anisic aldehyde and anthranilic acid. Similar compounds have also been obtained with benzaldehyde, cinnamic aldehyde, vanillin and other aldehydes (29) (30). The reaction takes place rapidly and readily as follows:

R.CHO + NH₂. C₈H₄.COOCH₃ → R.CH: N.C₈H₄.COOCH₃

Perfumers have long used Schiff bases of this type by condensing hydroxycitronellal with methyl anthranilate (aurantiol), anisaldehyde with methyl anthranilate (acaciol), etc. On account of their high molecular weight, they possess very lasting properties and some of them have excellent odor characteristics. A study of the color and odor of a large number of Schiff bases has been made by Wells (31).

Some of these compounds are insoluble in alcohol and may cause trouble in the finished perfume. This difficulty is experienced when they are formed by the interaction of such highly reactive aldehydes as cinnamic aldehyde, citral, or phenyl acetaldehyde.

Since Schiff bases are so easily formed and the resulting product often has odors different from the original components, it is not surprising that their formation causes a change in the odor of the perfume. While it is true that small quantities of aldehydes and anthranilates present in a compound will react very slowly because of the dilution factor, the end results are nevertheless the same.

A greater degree of coloration results from the interaction of indole with aldehydes. The reaction is not

clearly understood and the literature contains no information on the type of product obtained in such cases. Clearly, some condensation takes place causing highly colored substances, since solutions of indole by themselves under identical conditions do not give nearly the same coloration as when an aldehyde is added to the solution. As in the case of methyl anthranilate, such reactive aldehydes as citral, cinnamic aldehyde, vanillin, etc., give very dark colored solutions, sometimes with the formation of precipitates if the ingredients are in high concentration. An excellent review has been made of the reactions of aldehydes with amines (32).

Because of lack of experimental data, we are admittedly not in a position to predict with any degree of accuracy the effect of aging of perfumes in alcoholic solution, and must still rely on the time-honored method of actually giving the product a period of shelf life or aging. In the past, various efforts have been made to speed up the aging process by subjecting finished perfumes to various treatments. Thus, in the patented Katadyn process, the perfume is subjected to electrolysis with a weak direct current using a silver anode (33). It is said to be particularly effective in reducing the undesirable aldehyde content of the alcohol used in perfumes, thereby decreasing the sharpness of alcohol. A fine suspension of silver added to perfumes is claimed to accomplish the same result (34). Such procedures have not found wide acceptance and apparently nothing has as yet been developed to take the place of actual aging of the finished perfume.

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Promotional Allowance Requirements

DVERTISING and promotional allowance require-A ments as applied to cosmetics and toiletries under the General Ceiling Price Regulation have been clarified by OPS Interpretation 47, Section 9, GCPR. In order that manufacturers may comply with the Federal Trade Commission's trade practice rules the interpretation explains that GCPR does not require a cosmetics

manufacturer to continue an advertising or promotional allowance to a wholesaler or retailer if it was not a part of the conditions or terms of sale, or if it was allowed for services actually rendered by the wholesaler or retailer for the benefit of the manufacturer's product. If the allowance was granted regardless of the performance of any such service by the wholesaler or retailer to justify the allowance, or if it represented excessive payment for nominal services or facilities, OPS considers it in effect a price discount even though it is designated a "promotional" or "advertising" allowance. Under the present interpretation it is stipulated that in such case the manufacturer must continue such an allowance if he gave it during the base period.—NWDA.

If all incomes above \$10,000 a year were taxed at 100% the yield would run this country for only two weeks-General Accounting Office, U. S.

Cosmetic Excise Tax Collections

OSMETIC excise tax collections for the years of 1950 and 1951 and also the collections for the months of 1952 so far issued are given in the table following:

		1951	1950
January	\$11,547,853	\$12,255,363	\$ 9,836,052
February	14,338,420	12,867,842	11,654,681
March	7,248,879	8,534,569	6,811,063
April	8,218,865	5,746,348	6,985,099
May	9,174,622	9,293,461	8,316,993
June	8,253,649	8,622,275	8,136,742
July	9,357,443	8,901,311	7,965,373
August	8,849,488	10,252,706	9,671,335
September		7,698,854	7,542,472
October		9,365,932	7,900,314
November		8,916,488	8,159,612
December		8,974,245	7,781,091



How's this for a Christmas kidmetic? A perfume spray pistol!

Synthetic Aromatics for Foods-I

Close investigation of natural aromas has brought to light a number of pure constituents. . . . The harmonious blending of these enables the chemist to reconstitute the natural aroma.

L. BENEZET*

SATISFACTORY foods will supply the human organism with the calories and minerals that are indispensable to the continuance of life; but, in order to be utilized, they must also incite a desire of eating. This is generally produced by conferring a pleasant aroma to flavorless foods, such as:

The flavor of vanilla, coffee, rum, etc. to pastries.
 The flavor of fruits to confectionery items.

3. The flavor of butter and spices (such as clove, thyme, basilisc, estragon, parsley, bay leaves, pepper, pimiento, muscat, etc.) to the kitchen-prepared dishes providing the basis of our nutrition.

The "flavor" of a food can be defined as being the reaction resultant of the olfactory sense, and the sense of taste. The substances as such, whose taste we realize—for instances the various fruits, juices, wines, etc.—can not be directly detected in eating; we assume that they are present when their taste is.

In order to define the taste of a food we employ certain standard terms, such as "burning", "stinging", "fresh", "astringent", etc. which, however, refer almost exclusively to sensations of touch. The only existing taste sensations are: the sweet, the bitter, the sour and the salted.

These terms are one more proof of the fact that the majority of odor sensations are not produced by the olfactory sense alone. Very often, a specific odor is a touch sensation which may be painful, or thermic, as the case may be. For instance, the odor of peppermint is fresh, and cool. These sensations may, sometimes, initiate reflex reactions, on account of which we know of lacrymogenous (tear producing) and sternutatory (sneeze producing) substances.—Other odors carry a very pronounced component of taste; such as chloroform which is definitely sweet tasting. There exists, at any rate, an infinite number of olfactory types and no classification, whatsoever, can be entirely satisfactory.

In any complex of substances studied in an attempt at matching reconstruction, the perfumer will have to equilibrate (balance) the odor of all individual ingredients. Under no circumstances should his formula permit an accurate identification of the one or other element used. The more components, the easier is this aim to achieve.

Analysis of Essence Elements Continuous

By close investigations of those natural perfumes in which the essential oils play a minor part, an almost infinite number of odorous substances has been identified. Almost every day, researchers trace down new elements in essences that had been thought of as being sufficiently known; they reconstruct the respective formulas and, finally, reproduce them synthetically in their laboratories.

Speaking of industrial utilization, we may say that one substance can be converted into another one of the same family, through physical, chemical or physicochemical reactions. A natural product may become the source of an entire series of artificial ones that have been derived from it.-The odor of any compound depends strictly on its molecular structure.-In each series of organic substances, homologous designations will indicate related odors, which may offer a maximum to, and decrease rapidly to the zero point of, detection by the olfactory sense. Conversely, whenever the function of an organic substance changes, its odor changes as well. Geraniol, for instance-(an alcohol function) has a rosy odor; from this source, citral (an aldehyde function) is produced, which carries a lemon-type odor. Thus-starting with natural raw materials-the chemist has, virtually, reproduced the equivalents of ingredients found in natural perfumes, while it remains a matter of minor importance whether these should be considered natural, or artificial aromatics. Sometimes, proceeding at a faster pace than the analyst, he has synthetized perfume components that had remained undetected in the plants and their known extracts.-In cases like these, however, the use of these chemicals in foods must be a very cautious one, and in perfect compliance with the laws enacted in every specific country.

At any case it will be safe to avoid the use of nitrated, halogenated, diazotic, organo-metallic and nitrile compounds. In every series of aromatics one may easily produce the alcohols, aldehydes, ketones, esters, acids, lactones, etc. which carry a weight of odorous elements

⁶Etablissements Antoine Chiris, Grasse, France. Translated by Margaret Neurath. Originally published in La Parfumerie Moderne, Vol. 43, No. 22, Jan.-Feb. 1951, pp. 61-78

sufficient to benefit a flavor which may, finally, be intensified by the incorporation of natural oils and concentrates.

Synthetic Fruit Essences

This designation covers compounds of natural and synthetic ingredients destined to match the flavor of fruits. They may include macerations, infusions, alcoholates and natural concentrates, whose admixture is braced with organic aromatics and essential oils. Should their natural appearance prove unsatisfactory, this is usually improved by the addition of certified colors.

These essences have not been developed to make cheap, low-quality products available. The contrary is true and the aim reached in their production is to present the customer with perfect concentrates of high, and standardized, power, and a reliable resistance to the high temperatures employed through the use of boiling sugar in the confectionary industry.

We will, in the following, discuss the principal flavors prepared this way.

Raspberry

Several chemists have studied this natural flavor. First of all, Elze (Riechstoffindustrie, 9, 72 (1929) has identified the anisic aldehyde and, probably, the irone; –further, A. Coppens and L. Hoefenbos (Rec. Trav. Chim. P.B. 58, 1939, 675/679) have detected the following volatile compounds in raspberry juice:

0	1 , 3
Acetic Caproic Benzoic acid	Benzaldehyde Phenyl ethylic Benzylic alcohol
Diacetyl Ethylic alcohol Ethyl acetate Alpha methyl n-butanol	(probably) Acetyl methyl carbinol
,	Coumarin further, a sali- Menthone; cylate and an acid saturated at

H. Bohnsack (Ber. d. Deutsch. Chem Ges. 75, 1942, 72) has isolated and identified in raspberry juice

54-55° F.

Ethylic | Isobutylic | alcohol | Isoamylic | n-hexanol

Hexene 3-01-I

and, more recently, H. Bohnsack and Y. R. Naves (Helv. Chim. Acta, Vol. XXX, Fasc. IV, 956) have proved the presence of beta-ionone.

Evidently, in order to reproduce this aroma artificially, it is indicated to employ primarily all of the elements that have been detected in the natural product. To these, one might add some esters of cyclohexanol, rhodinol, methyl ionone, and borneol; vanilline; methyl phenyl glycidate of ethyl; benzilene isopropylene acetone, and methoxy acetoxy acetophenone. The natural oils to be added are clove, iris, Portugal, and geranium. Finally, "a fortiori," a natural concentrate of raspberry juice, should be employed. This may result in a formula of the following type:

Acetyl methyl carbinol.	3	Benzyl acetate	50
Diacetyl	2	Methyl butanol	10
Ethyl acetate	10	Hexanol	5
Isobutyl acetate	40	Hexenol	5
Ethyl caproate	10	Beta-ionone	25
Isoamyl caproate	10	Coumarin	20
Hexamyl acetate	10	Vanillin	30
Hexenyl acetate	10	Methyl phenyl glyci-	
Methyl ionone	25	date of ethyl	100
Iris concrete essence	15	Benzylidene-isopro-	
Anisic aldehyde	5	pylidene-acetone	00
Benzaldehyde	5	Methoxy acetoxy ace-	
Phenyl ethylic alcohol .	50	tophenone	60
Methyl salicylate	10	Ethyl benzoate	10
Bornyl salicylate	10	-	-
Essence of Clove	10	10	000
Essence of Portugal	50		
Essence of Geranium	10		

Strawberry

The author knows only of one study of strawberry juice which was conducted by A. Coppens and L. Hoefenbos and published on Rec. Trav. Chim. P.B. 58, 1939, 680-90. These authors could identify the following volatile components:

Ethyl alcohol	Free, and esterified
Ethyl acetate	borneol,
Acetic acid	A ketone C10 H18 O2,
Free, and esterified, iso- amylic alcohol,	An acid C ¹⁸ H ³⁶ O ² (lano- stearic), and probably
Ethylic ester of butyric	Diacetyl
acid,	Phenyl ethylic alcohol
Caproic acid, and ethylic	Acetone
or methylic ester;	Octanoic acid
A benzoate	Amylic aldehyde
Cinnamic acid	Coumarin
Ethyl salicylate	Methyl benzoate
N-hexanol	Isofenchylic alcohol.
Alpha-terpineol	,
Terpine hydrate	

The above furnishes an idea of the almost unlimited possibilities at our command to create a formula for artificial strawberry essence. We feel that it would be of little use to include products like the acid C¹8 H³6 O² which would in no way appreciably add to the flavor, or amylic acetone and aldehyde which are, perhaps, decomposition products.

The following aromatics might, however, be incorporated: Ethyl acetyl acetate, nerol, yara-yara, methyl anthranilate, vanillin, ethyl phenyl acetate, methyl naphthyl ketone, isojasmone, the butyrates of phenyl and p-cresyl, the methylphenyl glycidate of ethyl, the butylic ether of beta-naphthol, maltol, benzylidene-isopropylidene-aceton. As regards natural oils, the essences of Portugal, of iris concrete and neroli, along with all natural strawberry products, should be utilized.

We will, thus, arrive at the following formula:

Ethyl acetyl acetate	80	Nerol	10
Diacetyl	2	Borneol	5
Ethyl acetate			5
Ethyl Butyrate	50	Phenylethyl butyrate .	20
Ethyl Caproate			2
Ethyl Benzoate	10	Methyl anthranilate .	5
Ethyl Cinnamate	10	p-cresyl butyrate	50

Substances are assumed to be present when their taste is.



Ethyl salicylate	5	Yara-yara 20
Amyl acetate	10	Coumarin 10
Hexanyl acetate	10	Vanillin 20
Hexanol		Ethylene phenyl-
Terpineol	5	
•		Methylphenyl glyci-
		date of ethyl 400
		Butylic ester of
		Beta-naphthol 20
		Maltol 14
		Iso Jasmone 2
		Benzylidene isopro-
		pylidene acetone 100
		Essence of iris concrete 10
		Essence of Portugal 20
		Essence of Neroli 10
		Methyl naphthyl
		ketone 20

Pineapple

Pineapple at the peak of ripeness is one of the most savory fruits in existence but its flavor deteriorated rapidly under heat. This is why the fruit is mostly sold canned, in slices or in the form of juices, marmelades and preserves. A. J. Haagen Schmidt, J. G. Kirchner, A. N. Prater and G. L. Deesy (J.A.C.S. 67, 10/10/1945, 1946) have investigated the qualitative and quantitative formulas of this flavor as a function of its period of top ripeness. They have found 190 milligrams of essential oil per kilo in summer fruit, and 15.5 milligrams in winter fruit. The distillates, systematically analyzed, permitted the isolation of the following sub-

Ethyl acetate	Acetic ester of an unsatu-
Acetaldehyde	rated acid of C5,
Methyl isocaproate	Methyl ester of an unsatu-
Methyl isovalerianate	rated acid of C5,
Methyl n-valerianate	Ethyl ester of a ketonic
Methyl caprylate	acid of C5,

Methyl ester of an
acid of C5,
Ethyl alcohol
Ethyl isovalerianate
Methyl n-propyl acetone
Ethyl acrylate
Ethyl n-caproate
Acetic acid

Beta-methyl thiol propionate of Methyl.

This study implies that the most important component, aside from ethyl alcohol, is ethyl acetate. Beta-methyl thiol propionate had never before been encountered in nature; its odor in solution can render appreciable services in the reconstitution of this flavor. A number of allyl esters might also be employed, such as allyl caproate, heptanoate, caprylate, cyclohexyl propionate; the esters of cyclohexanol; geranyl acetate and butyrate; the esters of pelargonic acid, methyl amyl ketone, etc. and-of the essential oils-the essence of Guinea orange. Further, a certain amount of artificial strawberry-as previously discussed-might be added, to produce the following formula:

Artificial strawberry		Allyl Heptanoate	100
Essence		Allyl pelargonate	
Ethyl acetate	100	Allyl Cyclohexyl pro-	
Acetaldehyde	10	pionate	100
Methyl caproate		Methyl amyl ketone .	
Ethyl valerianate		Geranyl acetate	20
Methyl caprylate	50	Geranyl butyrate	10
Beta-methyl thiol pro-		Vanilline	10
pionate of methyl .	4	Essence of Guinea	
Allyl caproate	100	orange	116
			1000

Banana

Our knowledge regarding the composition of this flavor is still incomplete. The basic researches by M. Kleber, published in The American Perfumer (7, 1912,

235) showed that a water-vapor distillate of peeled bananas produces a few drops of an essence carrying the characteristic odor. Its main constituent is amyl acetate. The author also detected a substance exhaling

a phenolic odor.

Since a long time already, amyl acetate has been used in a large number of synthetic fruit flavors; however, it is imperative to add more components to this basic element for pleasant shading and satisfactory fixation. The matching odors of acetaldehyde, diacetyle, butanal, the butyrates and valerianates, and methyl amyl ketone, will prove useful in this instance. The body of the flavor should be composed of coumarin, or, preferably, dihydrocoumarin, vanillin, anethol, B.R.B.Musk, benzyl propionate, undecalactone, etc., enhanced with the natural absolute of mimosa, and the essences of camomile, lemon and clove. This might result in the following formula:

Acetaldehyde	20	Methyl amyl ketone .	50
Diacetyl	2	Linalol	5
Butanal	20	Anethol	10
Ethyl butyrate	50	Vanilline	20
Amyl butyrate	50	Dihydrocoumarine	30
Amyl acetate	571	Musk B.R.B., 10%	2
Ethyl valerianate	20	Essence of clove	
Ethyl caproate	20	Bourbon	20
Benzyl propionate	10	Essence of lemon	40
		Essence of camomile .	20
		Mimosa absolute	40

Cherry

E. Waser and G. Mosca (Z. Untersuch. Lebensm. 1937. Vol. 74. August-Sept. No. 2-3, 134-53) have studied the components of natural cherry flavor. The bouquet consists mainly of esters and acids, namely: acetic, butyric, caproic, caprylic, capric and benzoic; and alcohols, namely ethylic, isobutylic, isoamylic; and terpineol. It is presumed that more organic substances, such as the lactones, are present in cherry flavor.

E. K. Nelson and A. L. Curl (J.A.C.S. March 1939, 667) have found that the flavor of Montmorency cherries is, principally, due to its content of benzaldehyde. The juice holds 2.8 milligrams per litre of this compound. Further, the authors have detected a trace of an alcohol carrying a rosy odor: geraniol. Otherwise, 94 litres of juice yielded 10 cc of a mixture of alcohols,

including

35% methyl alcohol. and 65% ethyl

Thus, in order to prepare an artificial cherry flavor, we know already that we may utilize the esters indicated above, in addition to benzaldehyde. As regards synthetic additives, ethyl heptoate, aceylmethyl carbinol, ethyl acetylacetate, vanilline, p- toluic aldehyde should be used. The natural essences of bitter almonds, cinnamon, clove, and dregs of wine will match the flavor, as illustrated by the following formula:

Ethyl acetate	408	Ethyl acetyl acetate	100
Acetyl methyl carbinol	5	Ethyl heptanoate	100
Isoamyl butyrate	50	Benzoic aldehyde	50
Ethyl caproate	50	p-toluic aldehyde	20
Isoamyl caprylate		Vanillin	10

Ethyl caprate		Essence of bitter almonds S.A.P	20
Geraniol			JU
	5	Bourbon	
		Essence of cinnamon .	5
		Essence of dregs of	
		wine	9
		_	
		10	000

F. B. Power and U. K. Chestnut (J.A.C.S. 43, 1921, 1725) have studied the odorous elements of this fruit. They have distilled several charges in water vapor and obtained, from the start on, 0.00082% of essential oil in a clear yellow color, which was limpid and included a paraffinic hydrocarbon. This oil oxidizes rapidly upon exposure to the air; yet, the following components could be extracted from it:

> Linanlol esters: formic, acetic, valerianic and caprylic acids: acetic aldehyde:

(and furfural.)

1000

The presence of furfural appeared to result from the action of organic acids on the fruit sugar during distillation, rather, than from natural formation. The presence of cadinene was another probable discovery in these experiments.

Aromatics other than those indicated above must exist in this flavor, but the content in essential oil of the cherry fruit does not favor a more precise analysis.

Commercially, there exists a synthetic product known as aldehyde C 14 which is mainly composed of undecalactone, enhanced with a specific bouquet expressing each individual manufacturer's personal ideas. In order to create an artificial peach flavor one might utilize-in addition to the substances already mentioned-aldehyde C 14, benzaldehyde, phenyl-ethyloxy-acetate of ethyle, ethyl heptanoate, ethyl cinnamate, ethyl acetyl-acetate. The natural oils indicated are the essences of bitter almonds, of Morocco roses, or orange and neroli, and the absolute of jasmin. We suggest the following formula:

Ethyl acetate	100	Benzaldehyde	20
Ethyl acetyl acetate		Phenyl ethyl oxyace-	
Acetic aldehyde	10	tate of ethyl	50
Ethyl formiate	50	Ethyl cinnamate	50
Ethyl valerianate	100	Essence of Guinea	
Ethyl heptanoate	50	orange	10
Ethyl caprylate	100	Essence of Morocco	
Linalyl formiate	5	rose	2
Linalyl acetate	10	Linalol	5
Linalyl valerianate	5	Essence of neroli	5
Undecalactone	387	Jasmin absolute	1
		almonds S.A.P	20
		Essence of bitter	

1000

Great industries are not built by getting the best of someone else, but by giving goods and services that are worth more to your customers than the amount they pay you in return.-Heath Clark.

Adhesion Needed in Cosmetics

How to formulate various cosmetics so as to keep the ingredients in a semipermanent intimate contact with the skin

DR. STEFAN KARAS*

THUS far we have spoken of the necessity of being able to spread, in a special manner, a cosmetic product upon the skin. Actually, this means that the material should not remain firm exactly as it is placed; one must be able to move it around with ease and with evenness. But there is a limit to the extent to which it may be movable. In other words, such a material should be movable only at the will of the user, only with some slight effort; then, it should remain where it is placed, and should not display any further spreading action of its own volition.

It can be seen from the above that spreading has its limitations and its opposite, the latter being the function which can be termed adhesion. Adhesion may be defined as the property of keeping the waxes, oils, gums, detergents, and other cosmetic ingredients, present in the form of a mixture or an emulsion, in a semi-permanent intimate contact with the skin, without their slipping, falling off, or spreading by themselves. In short, to adhere is to stay put.

By their very nature, most cosmetic products require the adhesion property. This is particularly true of those that must remain on the skin over a relatively long period of time; namely, face powder, lipsticks, mascara, eye shadow, makeup foundations, face creams and deodorant creams, among others. However, in each such product adhesion must be brought about differently.

Ingredients to Insure Adhesion

Several ingredients must be mentioned that are responsible for this adhesion. Those ingredients which will be enumerated have other purposes in addition to imparting this function. At the same time, they might be stiffening agents, emulsifiers, emollients, or attribute other characteristics to the cosmetics.

Particularly for lotions, the natural gums are important; among these are arabic, tragacanth, and karaya, as well as the so-called synthetic gums, such as



One of the foremost problems in cosmetic formulation is to attain adherence while avoiding self-slipping qualities.

methylated cellulose or sodium cellulose sulfate. In the same class of adhesive materials belong algines and Irish moss. All of these latter materials are watersoluble, and have colloidal properties.

At this point, gelatin deserves mention, but its use is limited almost entirely to face masks, whereas the other gums are more generally used in lotions, dentifrices, foundations, and other cosmetics.

In face cream and lipstick, lanolin has the most interesting adhesive properties, as does beeswax, but the former is more important. In fact, lanolin, when used in a proportion above five per cent, has a sticky character which is undesirable in creams, as its adhesion is too great, and such a cream will lack that other property, the counterpart of adhesion, namely spreading. In smaller amounts, however, the lanolin imparts an adhesive effect that is most desirable and necessary.

Similar to beeswax in its adhesive function is ozokerite, which at the same time is used as a stiffening agent, conveying to face creams and other cosmetics its amorphous character and pleasant finish to the skin.

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Among powders, adhesive action is brought to the product by zinc oxide and titanium oxide. Finally, when adhesion is imparted to a material, it is wise that there be a plasticizer; for instance, with zinc oxide, it is excellent to have glycerol.

Face Powder

Face powder is made up of small, fine agglomerated particles, each of which by itself will adhere to moisture or oiliness of the skin, or to the so-called foundations over which they may be used. If there is a foundation, and particularly a colorless one, it calls for powder above it, and for that reason the foundation may contain a slight amount of oils, dispersed lanolin, or self-emulsifying waxes. Spread on the skin, and particularly on the dry skin, previous to the application of the powder, they do not give the skin the color coverage which it requires. However, the foundation provides what a dry skin fails to have, namely a base upon which the particles of face powder can adhere.

If the particles of face powder are very small, or if they are of a light nature, containing predominantly stearates, and even talcum without slip, they will not adhere a long time on the skin. Blown off by a slight breeze, the entire functional quality of adherence can

be destroyed in but a moment.

Powder that is used without any foundation beneath should contain heavier ingredients, such as talcum with good slip, and particularly white pigments, such as zinc oxide and titanium oxide. The smallest particles should be several microns in size, so that they stay put in the unevenness of the skin crevices.

However, the adhesion of the particles to the face is insufficient. They must adhere to each other. Sometimes face powder is made in such a way that it is almost too gluey, and a certain quantity of zinc stearate is necessary to break the adhesion among the particles themselves.

The ingredients of the powder which aid in effecting adhesion are talcum, zinc and titanium oxides, and kaolin. If, however, all of these four ingredients are used, the adhesion will be even too great for this purpose, so that it is necessary to add the counteracting materials, namely zinc stearate, magnesium stearate, calcium sulfate, chalk, magnesium carbonate, and others. Properly balanced, tinted, and perfumed, these are the main materials that constitute the formulation for a face powder.

It is because of adhesion that a dry skin requires a greasier composition for the face powder, or for the powder base, than does an oily skin. This greasiness can be obtained by having a certain amount of mineral oil, absorbed in carbonates, or by having dispersed lanolin in the formulation of the foundation base. Oily skins, however, will not necessitate the greasy adhesive-type ingredients, and even a foundation is not quite as necessary for its adherence-imparting qualities. In such a case, it can be said that the natural oils of the skin act as the foundation for the powder.

Face Creams

A cream is placed upon the face, or rubbed into the skin, to remain only a short amount of time. It has as its purpose to render the skin more flexible by a lubrication process, which is accomplished with such in-

gredients as vegetable oils, lanolin, propylene glycol, glycerol, etc. Adhesion is effected by the dispersion in water of oily substances which by themselves would have a sticky effect. Generally, the addition of a humectant, propylene glycol, sorbitol, or the esters of fatty acids (stearic, oleic, and others) helps the adherence of those particles that must be rubbed in easily. This is made possible because, during application, the heat and friction causes them to melt on the skin, so that there is intimate contact for the brief period desired.

In the case of a night cream, the contact with the skin is longer. For this reason, the pH must be more carefully studied, so that it is close to the neutral point, with any alkalinity or acidity being avoided.

Cleansing Creams

A cleansing cream contains tiny globules, usually of a semisolid type, which should melt easily, and have not only adhesion on immediate contact with the skin, but also with the impurities covering the epidermis. The main purpose of a cleansing cream, at least for people who are able to use soap without any ill effects, is to remove coloring matter, particularly heavy foundations and face powders. The coloring matter may have been found unnecessary, and in so removing it the skin at the same time is freed from any foreign substance, and even from its natural moisture and greasiness.

The adhesion of the cleansing cream, and its melting at the same time, under the action of the fingertips, is made possible with the addition of large proportions of light viscosity paraffin oil, to which are mixed synthetic or natural waxes to give simultaneous and instantaneous melting. However, the adhesion function of a cleansing cream is entirely temporary, and the formula should be so constructed that the cream is easily removable.

Deodorant Creams

No cream is quite as important for its adhesion property as the deodorant cream. This function is brought about through water-soluble ingredients, which are aluminum salts, stiffening agents, selfemulsifying waxes, diethylene glycol stearates, or glyceryl monostearates. The purpose of water-solubility of such cream is to have the most intimate contact with the skin, and even within the pore, to remove droplets of perspiration which, being water-soluble, are mixed into the cream through application. The hydrophilic phase (mostly water) is evaporated through the heat of the body, and the deodorizing ingredients (or aluminum salts) adhere to the skin with the help of selfemulsifying waxes. This adhesion must be plastic while on the skin, constantly absorbing the moisture of the skin, and then expelling this moisture through evaporation. The aluminum salt acts as an astringent, so that its stay on the skin should not be prolonged. In general, half an hour of adhesion is usually sufficient to accomplish its purpose.

Lipstick

Probably the most important single function of lipstick is adhesion, and probably the most important product for which the adhesion problem must be solved is the lipstick. Present in every lipstick is a plasticizing oil, and the one product universally used for that purpose is castor oil. The purpose of the castor oil is to keep the red pigments in suspension and, while on the lips, to make the skin more pliable. The castor oil by itself, even in small proportions, would be entirely unsuitable for this purpose, so that another plasticizer is necessary, and such a product can be beeswax or lanolin.

The adhesion of lipstick substances is of great importance, especially when the lipstick is to be strongly indelible. The castor oil plays another role, mainly as a solvent for the indelible colors. This indelible material, usually tetrabromfluorescein, is partly dissolved in the castor oil, and the plastic solution then acts as a stain on the lips.

To increase the adhesion of the indelible color stain, several solvents have recently been added, including tetrahydrofurfuryl alcohol and polyethylene glycol.

Lipstick adhesion is designed, more than that of any other cosmetic, to be permanent. Neutrality of the ingredients, in the sense that they do not react with each other, is particularly important.

Eye Products

The formula for mascara has undergone radical change in recent years. Formerly, the mascara contained, as adhesive and spreading ingredients, common ordinary soap. Quite often to this was added sugar, the soap and sugar mixture aiding the adhesion. To this mixture a color (black) was added, the entire formula giving a soluble mass; and, upon complicated processing through a grinding and rolling mill, a mass was obtained which was then molded through a press (or in another mechanical manner).

As a next step in the improvement of this process, soluble waxes were used, quite often with the addition of stearic acid and triethanolamine, and color, all finely ground. Out of this a cake was molded, so that, after being cooled, an emulsion could be obtained by simply rubbing with moist pressure. After application to the lashes, this product dried out, and the effect obtained was similar to the soap-type mascara. Soap itself being irritating to the mucous membrane of the eye, its elimination was a definite improvement.

Still later, a semiliquid type of mascara, packaged in tubes, was developed. This is an emulsion made entirely with soluble waxes or gums which adhere to the lashes. In this product, the predominant adhering ingredients are the gums which dry slowly, and in the humid summer days, they may cause smudging. Application is therefore far from perfect.

Several remedies for this situation have been proposed, and one, on which a patent was obtained, calls for the addition of turpentine. A predominant amount of turpentine, with a slight proportion of water and the necessary emulsifying ingredients, help the product to dry and prolongs the period of remaining on the lashes.

Mascara provides a very serious problem with "running," particularly with tears and perspiration. This has not been entirely eliminated, even with the use of turpentine, although adherence has definitely been improved.

The significant factor in the adhesion of mascara is its waterproofing. For this reason, a small amount of mineral oil is sometimes emulsified with the colors.

Upon drying, the oil acts to prevent the tears from wetting the color and other mascara ingredients, and thus prevents running. However, improvements in the formulation of mascara products are still being developed, and many problems remain only partially solved. The eye is one of the most sensitive parts of the body, and is easily disturbed.

When we turn to eyebrow products, adhesion is achieved in an easier fashion through the use of crayon, which contains waxes, and is free from moisture. Such waxes must be water-insoluble, spread easily and evenly, and adhere to the brow. Unlike the mascara, the eyebrow crayon is a product whose technical problems have been satisfactorily solved.

Foundation Make-up

The modern foundation makeup for the face is made either to replace or to supplement face powder, and no doubt it has actually replaced powder for many people. The large percentage of suspended white pigment, colored with red, yellow, and brown pigments, are ground to the finest possible particles. With the help of the aqueous phase, it is spread more evenly and thinly on the face than powder itself could be, and upon drying it imparts an even color to the face.

Wet adhesion of the powder, in contrast to dry adhesion, gives better coverage to the face. The use of titanium oxide with coloring matter is recommended in order that the final appearance of the foundation should be the same as, or similar to, the natural color of the skin.

The adhesion in the foundation can be considered to have been properly accomplished when the particles are small and the dispersion and suspension in the solution are homogeneous and permanent. This is brought about in many cases with the help of magnesium aluminum silicates and synthetic gums, which keep large percentage of pigments in suspension, and upon application give instant adhesion. After drying, the plastic and humectant ingredients, such as polyethylene glycols, propylene glycols, and others, give a plasticizing effect, similar to that of castor oil on the lips.

In the case of foundations, adhesion might not be properly carried out if vegetable gum or methylated or ethylated cellulose is used. After application of a product containing one or more of these ingredients, large droplets form upon drying. This is a physicochemical phenomenon which has not been adequately studied, but it seems that the skin, rather than offer easy acceptance to these products, repulses them. As a result, uneven globules are formed on the surface of the skin. We can say that the emulsion might be perfect, but the adhesion is deficient. In such a case, dispersing agents or humectants cannot be considered a remedy. Only the elimination of the troublemaking ingredient, only its replacement with skin-accepting surface-active agents, such as glyceryl stearates, offers a solution.

Face Masks, Clay and Beauty Packs

We started with the powder, let us conclude with the mask, where adhesion can be more easily demonstrated. The purpose of the face mask is to form a film which, upon drying, tightens the skin. The small amount of hydrophilic ingredients can act in a manner contrary

to the purpose of the product. That is why bentonite, gelatine, and cellulose materials are important for use in such masks. A plasticizer obviously becomes necessary, but its amount should be kept to the absolute minimum of effectiveness, so that it will not interfere with the drying effect and the tightening function of the product. In other words, the use of a plasticizer may have to be kept below the one per cent proportion level, and an excellent product, that will answer the need, is carbitol.

The face mask, particularly the bentonite product, acts to tighten and to clean, and it functions as an astringent on the skin. The bentonite itself hence plays the double role of tightening agent and cleansing agent, both of which are made possible because the product successfully meets the problem of adherence.

You Must Sell an Idea

S IMMONS makes beds; but he sells sleep. Carnation produces milk; but it sells healthy babies. General Electric makes bulbs; but it sells good eyesight. Adrian creates high fashion clothes; but what he sells a woman is poise.

If you are a manufacturer of cosmetics, you make cold cream; but you sell a hot date.

So what you make is one thing-what you sell is another.

Only when you translate what you make and sell into human needs and desires do you make a *sale*. And only when that process is repeated again and again do you make a *profit*.

In short: you must sell an *idea* . . . an idea rooted in fact but dressed in drama.—Hal Stebbins.

Poor Selling

IT seems to me that all of the so-called causes for depression are really alibis for poor salesmanship. What do I mean by poor salesmanship? There are two examples—both of which are pretty important. One of them is making what the public doesn't want at a time it doesn't need it, in a place where it doesn't require it, at a price which it can't or doesn't want to pay. It's another way of saying you've got your inventories out of balance. That's lousy selling! The second is a complete lack of creative selling. We fellows collectively have been hoping that the public would stand in line for years. We've forgotten that our major task is to instill in the minds of the public the value of luxuries as well as the value of a lot of necessities they should buy. —Frank Mansfield.

It has been aptly said that while we can send a message around the world in one-seventh of a second, it may take years for an idea to penetrate one-quarter inch of human skull.—J. Stanford Smith.

If Congress took one hour to consider each million dollars contained in the Appropriation Bill it would take 52 weeks of 48 hours each for 32 years to complete the study.—Senator Arthur V. Watkins.

Remedy When Sales are Hard

THE exploits and sales wisdom of John H. Patterson, founder of National Cash Register Co., have been told and retold throughout the years; will probably be told and retold for many years to come. One such story originated at one of the company's national conventions at a time when sales were hard to come by. One of the salesmen is reported to have suggested (presumably as an economy measure) that the company could and should save about \$300,000 a year by cutting its advertising budget by that amount. Mr. Patterson thanked him for the suggestion, and added: "Why only \$300,000? Why not cut out the advertising appropriation entirely?"

The salesman thought he had scored a point . . . that is, until the Chief followed through with this: "Our next logical step should be to eliminate the entire sales force. That would save us millions. Having done that, there would then be only one thing remaining for us to do, namely, tear down our entire plant."

Too many otherwise well-seasoned business men seem to go on the assumption that advertising is a fairweather game. They forget one important factor: that good advertising is not an expenditure but an investment. And if advertising does not produce a fair yield on that investment, it is never justified . . . in bad times or good . . .

And, we might add, many business men seem to feel that advertising can be turned off and on, like water from a faucet. It never works out that way and never will. Advertising is a science and can be applied and made useful to promote and sell every known product in America today.—York Trade Compositor.

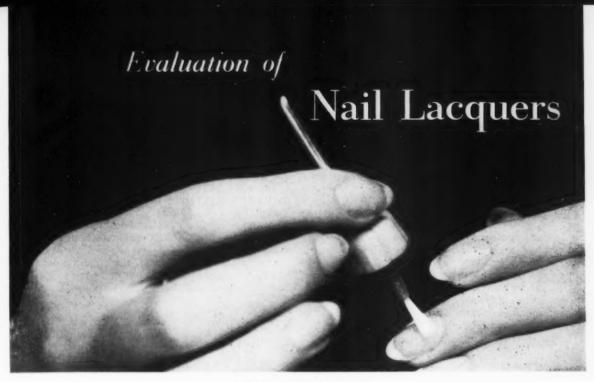
Source of New Products

A COMPANY in the cosmetic industry needs new products in order to survive, and usually relies on its research department for brand new ideas or products. There are many instances in which the purchase of a process or know-how from an outside organization is an expedient way of adding new products. It is a more certain method and can be checked without substantial capital outlays; permits the prompt entry into a field, rather than waiting for research to show results; and is actually cheaper, in most instances.—Chemonomics.

"I" Folks and "We" Folks

W E are always prepared to give credit to those working under us for successful results. These men learn to give credit in turn for those working with them. This in time permeates the whole organization. Nobody therefore goes around strutting and claiming that I did this and I did the next thing. Everybody avoids the first person pronoun and talks about what WE accomplish. This creates what we call the organization spirit. We all feel that we are working, not for any one individual, not for any one boss, but for the good of the company.—Thomas A. Edison.

Executive—a man who makes quick decisions and is occasionally right.—Phoenix Flame.



HENRY J. WING, Ph. D.*

AIL polishes are nitrocellulose lacquers. The testing of nail polishes may be covered quite simply by stating that these lacquers should be subjected to the same tests as those applied to any lacquer of this type. However, this leaves the newcomer in this field quite at loss for the usual tests for lacquer are probably unknown.

Before proper testing can be done on any product it is necessary to first determine the characteristics of a material which gives customer satisfaction. In a nail polish, color is probably one of the most important properties. We also find that ease of application, rate of drying, wear resistance are all part of the customer reaction to any polish.

Chemist Does Not Choose Color

Fortunately, the chemist does not choose the color which is to be sold. This selection is usually made by the promotion department. The formulator simply makes up colors which he hopes will meet the requirements of those who make the final selection. However, once this selection is made it is then the job of the production and control departments to see that every batch of this shade matches the standard selected.

This standard needs to be established first. It is often done by using pour cards made by pouring a coating of the colored lacquer on white Bristol board followed, after drying, by another coat which leaves some of the first coat uncovered. This standard is prepared from a laboratory sample of the polish which has been approved for color. Experience has shown that the dry pour cards kept away from the light when not in use undergo practically no color change. However a liquid sample of the same polish will change color quite rapidly and will lose its value as a standard.

Having established the standard it is necessary to compare the batch with this. Another pour card on similar stock is prepared using liquid from the batch. After drying this is compared with the original standard pour card and of course should match. Color differences can be detected by instruments. However, careful evaluation has shown that the trained color matcher can detect differences which are not recorded by any instruments. A recording spectrophotometer will give a fine record if two colors are exactly alike. However if there are small differences the record will not be conclusive. In addition this instrument will not tell the operator the type and amount of additional color required to produce a good color match.

The lacquer used for nail polish must not only be of the correct color, it must also apply properly. One characteristic which determines its ease of application is the viscosity of the lacquer. The viscosity of a lacquer may be determined in a number of ways and in various units. A viscosimeter of the MacMichael type may be used in which case the viscosity values may be determined in c.g.s. units. A more simple efflux type of viscosimeter will serve the purpose just as well. Instruments of this type such as the A.S.T.M. or du Pont cup are filled to the top and the time required for 50 ml. to flow out of the orifice is determined. Relative viscosities in terms of time in seconds are observed. Experience has shown that lacquers having a viscosity of 270-310 centistokes or 55 to 65 seconds using the No. 10 du Pont cup have satisfactory application properties as nail polishes. It is necessary for the buyer of bulk nail lacquer to make certain that the viscosity is within the limits shown to have good acceptance by his nail polish customers.

Instrumental Color Comparators

The shortcomings of instrumental color comparators are inherent in the machines. These instruments are able to observe only a very small area of the sample and under only one condition of lighting. The human

Northam Warren Corp. Reprinted from the Journal of the Society of Cosmetic Chemists, Vol. II No. 5, December 1951, pp. 331.

color matcher observes comparatively large areas and is able to move the samples so that the incident light falls on them over the whole range of angles. This ability to judge very small color differences in terms of the adjustments required to produce a color match explains why the color matcher still holds an important

place in the production of colored lacquers.

Many factors enter into the problem of producing a nail polish which applies easily. These are separate but closely interconnected problems. The viscosity of the lacquer, which has just been discussed, plays an important part. If the lacquer is too viscous it is difficult to apply a uniform coating, while if too fluid, it will flow too easily on the nail and run under the cuticle at the edge or pile up there in a thick layer. The shade of polish also plays a part. A very light shade which carries only a small amount of pigment is difficult to apply so that it appears even, because any variations in film thickness appear as variations in depth of color.

Another factor which enters into the problem of ease of application is the rates of drying of the lacquer. If it dries too rapidly, even application is difficult. If the film dries too slowly it may be necessary to wait too long before applying the second coat and it may be too long before the hands may be used after applying the lacquer. The rate of drying of a new lacquer may be compared with that of a standard lacquer by making simultaneous pours on glass and observing the time required for each to become dry to the touch. In order to make a truly valid comparison the viscosity and the total solids of the lacquers should be the same in order that films of equal thickness may be formed. For absolute comparison this test should be carried out under conditions of constant temperature and constant humidity. Constant temperature and humidity rooms are not usually found in cosmetic laboratories. However, relative drying rates may be observed in the ordinary laboratory by making simultaneous pours. The drying time observed on the glass plate pours will be very ditferent from that actually found when the lacquer is applied to the nails. The glass plate drying time will be six to eight times as long as the time required for the same polish to dry on the nails. The more rapid rate of drying on the nails is due to effect of the body heat. The nails are of course at body temperature at all times. For this reason a check of the drying time of the new lacquer compared with the standard lacquer when applied to the nails should also be made.

Gloss of a Polish

The gloss of a polish is another factor which the customer takes into consideration when comparing two nail polishes. In the laboratory the pours which have been made on glass plates for the purpose of comparing drying times may also be used to determine the relative gloss of two nail lacquers. The Hunter gloss inspection lamp can be used to give useful comparative values for the gloss.

The most important characteristic of a nail polish as far as the customer is concerned is its wear resistance. Unfortunately wear resistance is not a function of any one nail polish characteristic. Several factors are involved in the general attribute called wear resistance. In use the polish must withstand excursions into the depth of my lady's hand bag, trips into the office files, and general contact with objects in the environment.

There is no question but that the hardness of the film is a factor in the wear resistance. However, it does not follow that a harder film will give better wear for the film must also have the proper flexibility. Harder films are usually less flexible and may therefore give poorer wear. A Sward Rocker may be used to test the relative hardness using the same films which were used for observing drying time and gloss.

Not too long ago a survey was published showing the relative value of various nail polishes. The ratings were largely based on abrasion resistance as determined by allowing a fine stream of sand to impinge on a polish film poured on glass. The weight of sand required to wear through the film is taken as a measure of the abrasion resistance. Unfortunately there is little correlation between the abrasion resistance measured in this manner and the wear resistance of the polish on the nail.

The polish does not usually fail by abrasion but it often fails by chipping which is probably caused by the bending of the nails and the failure of the adhesion bond between the polish and the nail. This adhesion between the nail and polish film is an important factor in the wear resistance of any polish. Unfortunately this adhesion is very difficult to measure. However, fair correlation has been found between the adhesion of a lacquer film to a glass plate and wear resistance. The same pours on glass used for observing gloss and hardness may be used for the adhesion test by testing them with a knife or scapel. Small differences in adhesion are quite easily noted by an operator who has tested a few such pours.

Unfortunately there has been found to be little correlation between the laboratory tests and actual wear resistance of the polish as used by the customer. This is an indication of the complexity of the problem with which the producer of nail lacquer is faced. His task is quite different from that which confronts the makers of lacquers for other applications. His principal problem results from the fact that the nails are living tissues. This means that the surface to which the lacquer is applied is different, not only from person to person, but also it may change on the same person due to variations in the physiological condition of the individual. This sort of problem does not confront the maker of a lacquer to be used on brass, or steel, or other materials

which have constant surface properties.

This means that the final evaluation of a nail lacquer can only be made by actual wear tests on the nails. The wear testing of nail polish also presents problems. However, it has been found that a comparative evaluation can be made by applying the polish under test to the alternate right and left hands of about a dozen girls and a standard polish of the same shade to the other hand of each. After four days a comparison is made between the two hands of each subject and in this way the relative wear resistance of each polish may be determined. The polish is applied to both left and right hands because the right hand usually is used more than

This test will not show up small differences in wear resistance, but will bring to light wide differences. Small differences can only be detected by conducting wear tests on a large number of subjects and making a statistical study of the results.



Sampler

156-ALDERONE

Brilliant Aldehyde Bouquet—It combines Power with Balance.

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Technical Abstracts

Schinus Mollis Essential Oil. Gaetana Ottolino (Univ. Bari, Italy). Atti e relaz. accad. pugliese sci. 6. 49-54(1948). Yields of Schinus mollis oil were: (1) from the leaves 0.20-0.40% in January-May, up to 1% in June-September, 0.75% in October and -50% in December; (2) from flowers 2.1%; (3) from the fruit and rind 1.6%. The oil was obtained by steam distruwashed with H₂O, 10% KOH solm, and water again, and dried. Oil from flowers contained a higher portion distg. at 165-75°. Some Pharmaceutical compus. with the oil are suggested. C. Scandura.

Acetovanillone and Myristic Acid from Tall Oil. H. O. V. Bergstrom and K. G. Trobeck. Swed. 130,995. March 6. 1951. Acetovanillone, 4-3-HO (MeO)C₈H₂ COMe, and myristic acid are prepd. by fractional distn. of tall oil and the enriched fractions are centrifuged to recover the products in solid form or are extd. by means of a solvent, such as ligroine. The first fraction obtained amounts to 30% and is a neutral oil, which on distn. at 190-230°/15-6 mm. yields 15 fractions of acetovanillone and 6 to 11 yield myristic acid. Chem. Abs. 45, 19, 8550 (1951).

Coloration of Rosin-Containing Soaps, G. Reutenauer and Mme. S. Dupin (Lab. Chevreul, Paris). Bull. news ITERG (Inst. Corps Gras) 5, 130-7(1951). Samples of tallow coconut soap contg. 15 or 20% of 3 different types of rosin were prepd. according to the technique of Pohle (C. A. 34, 4293, 6114, 35, 340). Their gradual yellowing was evaluated over a period of 6 weeks with a Toussaint reflectance colorimeter. The color scale ranges from 150 for white to 40 or less for brown samples. Coloration progressed a little more in a N atm. and about half as fast in humid air. Addn, of antioxidants did not retard development of color. It is concluded that coloration is due to change of molecular structure of the rosin soap assocd. with loss of moisture. A reduction in development of color was affected by saponifying the rosin separately from the soap and also by the addn. of 2% salt and 0.2% "Sequestrene." No appreciable improvement was effected by hydrogenation or modification in presence of S or Se. Ernest Schlenker. Chem. Abs. 45, 12, 5427(1951).

ODOR FREE

An absolutely white, highest purity Cetyl Alcohol, Specifically designed for use in fine cosmetics since it is completely free of any foreign odor. Therefore, only the desired fragrance of your product appears. Surpasses TGA-NF specifications. Competitive prices. Bulletin on request.

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A truly magnificent base combining a flowery character with a fruity note; it gives simultaneously an impression of odor and taste, and strikes a highly original chord.

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A pure synthetic chemical which adds a neutral sweetness to compounds. Provides lift, freshness, roundness and possesses a stabilizing effect against polymerization. A useful extender for Ylang.

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This fine quality perfume oil, with its exceptional fixative qualities, has the dry, aldehyde-type fragrance found in the highest-priced perfumes. Yet its amazingly low price allows it to be used in a wide range of popular-priced cosmetics and toiletries.

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-FRAISE PURE 3346

A new strawberry flavor of unmatched true-to-nature properties. For lipsticks and cosmetics as well as for pharma-ceuticals and food products.

Trial pound-\$10.00 postpaid

SLUYS ROCKFORD, INC.

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171-GELSOL F

This specialty is recommended as the finest material with which to replace or extend Jasmine Absolute.

1 lb.-\$38.00

VAN AMERINGEN-HAEBLER, INC.

521 West 57th St., New York 19, N. Y.

Full-Flavored, Fruit-Juice Concentrates, Richard P. Homiller and Nelson H. Eisenhardt /to the United States of America, as represented by the Secv. of Agr.). U.S. 2.572,846, Oct. 30, 1951. Juices from grapes, strawberries, and other nonpomaceous fruits, after being stripped of volatile flavoring constituents by the procedure of U.S. patent 2.457.315 (cf. C.A. 43, 3541a), are made to yield addnl. amts. of volatile flavors by enzymic depectinization and again stripping the juice. The 1st and 2nd essence prepd. by concg. the volatile flavors obtained in the 2 stripping operations are combined with the concentrate from the 2nd stripping to produce a full-flavored concd. fruit juice. E. O. Whittier, Chem, Abs. 46, 2(1952).

Astringent, Antiperspirant. Thomas Govett and Mildred L. Almquist (to Reheis Co., Inc.), U.S. 2,571.030, Oct. 9, 1951, A double complex. Ca Al basic chloride, is an effective astringent and antiperspirant, while also less harmful to fabrics than A1 basic chloride or AICIs. To 100 1. AICIs soln (d 24Be) add 120 l. H₂O, and then 300 g. fine CaCO₈ at 80° . A1Ca chloride is formed. To this, add 25, 150 g. of A1 Powder. The violent evothermic reaction gives off H. Purify the product by filtration and dry. The at. ratio is 6A1:3C1. The compd. contains 4 parts by wt. Ca to 100 parts Al. Formulas for antiperspirant creams are also given. Raymond Huber, Chem. Abs. 46, 2(1952).

Tentative Distillation and Analytical Data on the Essential Oil of Vetiveria from the Kivu (Congo). R. Wilbaux and A. Neyburgh (O.P.A.C. Labs., Costermansville, Belgian Congo). Bull. agr. Congo Belge 42, 90-32 (1951). The yield was improved by diminishing the stillhead, providing it with a gutter, by inclining the outlet tube toward the ground and by steam injection; vapor pressure was 0.1-0.3 kg./sq.cm. and the water of the still was satd, with NaCl; weak liquors were reintroduced in the app. Chem. Abs. 16, 7, 3221.

Emulsion Base for Cosmetics, Kimitoshi Nakazawa and Rvoji Kitazawa (to Nissan Chemical Industries Co.). Japan 179,930, Aug. 15, 1949. The base consists of a mixt. of 5-30% Na or K soap with mono- or digyceride heated at 200-50°. Chem. Abs. 45, 21 (1951).

Evaluation (Estimation) of Castor Oil in Oil Mists, (K. T. Achaya and S. A. Saletore (Sci, Ind. Research Lab., Hyderabad). J. Sci. Ind. Research (India) 10B. 118-19(1951). Acetylation of castor oil lowered its n by 0.0094 units at 25°. The content of castor oil in mixts, with groundnut oil can be detd. by measuring the n of the mixt, before and after acetylating The procedure is more rapid than estn. of acetyl no. Rancidity has little or no effect on the detn. Chem. Abs. 45, 22(1951).

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An excellent Rose odor suitable for use in perfumes, lotions, creams, powders, soaps, etc.

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This new specialty is truly a Harbinger of Spring. In the bands of a Creative Perfumer, this unique note opens new Avenues toward Refreshing Original Perfume Creations.

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A new ketonic body, chemically related in structure to the known sesquiterpenic ketone Cedrone. A higher boiling. longer lasting fixative, having a fine woody note which blends exceptionally well with all ionones to produce the exotic "poudre note" so much in demand today.

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A pure chemical, stable and non-discoloring even in soaps. Provides the woody, lavender character useful in extending Linalyl Acetate. Valuable as an extender and modifier in Bergamot, Oak Moss, Patchouli and Vetivert types.

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177-LULENE-P SYNFLEUR

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SYNFLEUR SCIENTIFIC LABORATORIES, INC.
Monticello, New York



Sampler

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Strong, tenacious, uniform, modest cost—these qualities denote the moss extract so widely hailed by compounders and manufacturers alike.

4 oz. Sample—\$4.00 1 lb.—\$10.00

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179—ORRIS CONCRETE SYNTHETIC D&O

This excellent replacement is solid at room temperature and otherwise possesses the characteristics of Florentine Orris Concrete. Low cost, strength and unusual lasting properties make it a particularly interesting product for use in cosmetic. soap and powder fragrances.

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Methyl Chemosept ® Sodium is the only water soluble preservative of the Para-Hydroxybenzoate type. Goes into solution readily, protects emulsions and creams more effectively.

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Created with the expressed design to replace in part or entirely the ever costlier Absolute ROSE de MAI. Unlike other Rose replacement specialties, ROSAM EXTRA does not dominate the entire composition. It is, instead, the perfect blender with unlimited scope.

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Our Rosamyns A and B are exciting new aromatic products with a velvety and refreshing character reminiscent of the lovely deep red rose in morning dew. They will lend charm and lift to any compounds.

Rosamyn A—\$4.50 per lb.
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High Bridge, N. J.

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A rose that must be tried to be appreciated. A definitely clean fine true rose character. Very well suited for creams and powders.

1 lb.-\$10.00

GEORGE LUEDERS & CO., INC. 427-429 Washington St., New York 13, N. Y.

The Antioxidant Properties of Natural Spices. J. R. Chipault, G. R. Mizuno, J. M. Hawkins and W. O. Lundberg (Hormel Inst., Austin, Miss.), Food Res. 17. 46(1952). The antioxidant properties of 32 spices have been determined and all except one sample of ginger exhibited an antioxidant effect on prime steam lard when tested by the A.O.M. at 98.6°. Rosemary and sage exhibited pronounced antioxidant effects. Citric acid exerts a synergistic effect with some spice fractions. The predominant antioxidants in sage and rosemary are soluble in aqueous alkali. These fractions did not contain the characteristic odor components of these spices. LA.O.C.S., 29, 6, 246, (1952).

Essential Oil of Wild Mint (Menthallongifolium), M. 1. Goryaev and V. R. Shvakina. Vestnik akad. Nauk Kazakh. S.S.R. 5. No. 1(34), 28-30(1948). Steam distriction of the oil, 0.974, 1.473, 1.3738 4.5 (relative to H₂O). Sapon no. 127.47; ester no. (after acetylation) 192.7; ester content 44.21%, bound menthol 19.9%; total menthol 57.37%. Some 82% of the oil boils at 80-110° at 10 mm. Lower fractions appear to consist of esters of low mol. wt. up to possibly isovalerates. The main fraction gives phenol tests as well as tests for aldehydes, pineol, and much menthol. Chem. Abs. 46, 4–1718 (1952).

Essential oil from the Flowers of Camphire or Henna Plant, M. B. Antia and R. Kaushal (Holkar Coll, Indore). Current Sci. (India) 19, 284(1950); cf. Deshpande, Proc. Soc. Biol. Chemists (India) 3. (III), 88 (1938), Steam distn. of Henna flowers (Lawsonia inermis or L. alba) gave 0.02% of dark brown essential oil that congealed on standing and had a very fragrant odor when dild. Fractionation gave a pale vellow liquid, b12 135-40°, 1.5010, sp. gr. 0.9462, that darkened on standing. It gave a semicaroacone C₁₁H₂₀ON₂, m. 149°, and a dinitrophenyl-It gave a semicarbazone hydrazone C10H25O1N10 m. 150°, corresponding to the formula of a monoketone C., H., O for the oil. Comparison of these properties with those of b-ionone indicates that b-ionone is the chief component of the oil. The oil also contains an N compd. and a resin. Chem. Abs. 45, 14, 6350 (1951).

Peppermint Water Concentrate, Anthony J. MonteVovi (St. Johns Univ., Brooklyn, N. Y.). J. Am. Pharm. Assoc.. Pract. Pharm. Ed. 12, 565-6(1951). The following aq. peppermint water concentrate is proposed: oil peppermint 7.5 cc., poloxyethylene sorbitan monolaurate (Tween 20) 42.5, H₂O sufficient to make 100 cc. This concentrate (1 cc. added to sufficient water to give a product similar to the official peppermint water) can be used extemporaneously and without filtration and with a saving in the oil used. H. M. Burlage.

184-ROSEMEL

The outstanding synthetic Rose Absolute for use in fine perfumery. Rosemel possesses the deep rich tones of the natural flower absolute.

1 lb.-\$42.00

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Natural Essence Absolute

Enhance your quality compounds with ROSE SUPREME—one step further than the Absolute. The new crop is now available for examination and if you are seeking a Rose of incomparable quality—use TOMBAREL'S SUPREME.

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- -French Jasmin Amber Type
- 2-Extremely pleasant-long lasting
- 3—Enhances all cosmetic formulae 4—A sample will convince you of the outstanding merit.

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Imparts that fresh and powerful odor to household soap, soft soap and industrial soap which housewives immediately identify with good quality soap.

Drumpacking—\$1.70 per lb.
Trial pound—\$1.90 post paid
SLUYS ROCKFORD, INC.
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Try our new and captivating fragrance, just arrived from Paris. Ready for use. All you have to do is to dissolve it in alcohol. No fixative required. List of other compositions and bases available on request.

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A new powerful and pure, vanilla-like flavor material, 16-25 times the strength of vanillin. Vanitrope will improve your vanilla flavor and will lower your cost. Vanitrope is a brand of propenyl guaethol. Brochure available.

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Sampler

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Modern type composition for perfumes, colognes, toilet waters, etc, Very flowery, sweet and lasting odor, unusual value.

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An Aldehyde which gives to perfumes the desired aldehydic top note. Exceedingly powerful. Non-irritating. Does not discolor. Very stable in soaps, cosmetics and perfumes. Add a fraction of one percent to your perfume, and note the improvement.

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A light, original, distinctive fragrance especially developed for use in powders, which despite its delightful character will not clash with other fragrances the wearer may use.

1 oz. Sample—\$1.20 (postpaid) 1 lb.—\$14.00 SYNFLEUR SCIENTIFIC LABORATORIES, INC. Monticello, New York Quinoline Derivatives in Perfumery, A. J. Krajkeman (W. J. Bush & Co., Ltd., London). Perfumery & Essent. Oil Record 42, 219-24(1951). A review dealing with the general methods of prepn., a description of the phys. and olfactory properties of the individual derivs, used in perfumery, and the methods of their preparations, 33 references. H. M. Burlage.

Determination of Aldehydes in Essential Oils, K. Howitz and B. Schmitz (Andreac-Noris Zahn A.-G., Frankfurt/ Main, Ger.). Deut. Apoth.-Ztg 21, 648-50 (1951). Various methods were tried on cinnamaldehyde. The oximation method worked best. Care must be taken to free the MeOH used of Me₂CO and aldehydes by treatment with hydroxylamine. Edward H. Sheets.

Fortified Essential Oil of Spice. Lloyd A. Hall and Louis Sair (to Griffith Laboratories, Inc.). U.S. 2,571,867, Oct. 16, 1951. The essential oils from spices are fortified with nonvolatile substances from the spice by extn. with the steam-distd. spice oil. The extd. nonvolatiles contribute addnl. flavor, color, and antioxidant properties to the product. U.S. 2,571,948. Louis Sair and Lloyd A. Hall (to same assignee). The essential oils of certain spices are fortified in color and taste by the addn. of nonvolatile substances extd. from the spice by polyhydric alc. solvents, such as propylene glycol, glycerol, or their mono esters. Chem. Abs. 46, 7, 3224.

193-OIL YLANG YLANG EXTRA

An extraordinary reproduction of, and the perfect replacement for the natural oil, of which it is entirely free.

\$14.00 per lb.
1 oz. Sample—\$ 1.00

FLEUROMA, INC.
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194—OIL OF YLANG YLANG EXTRA SYNTHETIC

This product has been used and tested over a period of years. We have proven that it actually does the job in the compounds. In whole or in part, it is the perfect replacement and extender for the natural oil.

1 lb.—\$5.25

BELMAY COMPANY

116 East 27th St., New York 16, N. Y

195-YLANG YLANG SYNTHETIC

An excellent substitute for Ylang Ylang Bourbon. It reproduces all characteristics of this costly essential oil. Ylang Ylang Synthetic can be used to replace or to extend the natural product.

1 lb.-\$4.00

FINE AROMATICS, INC. 76-04 37th Rd., Jackson Heights 72, N. Y.

AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

1. OCTOBER SAMPLER 2. OCTOBER SAMPLER INFORMATION REQUEST FORM ORDER FORM Please have further information and literature sent on Please have samples sent as circled below. items circled below. 156 163 170 177 184 191 156 163 170 177 184 191 157 164 171 185 171 178 185 192 178 192 157 164 158 165 172 179 186 193 158 165 172 179 186 193 159 166 173 180 187 194 159 173 180 187 194 166 160 167 174 181 188 160 167 174 181 188 195 161 168 175 175 182 189 182 189 161 168 162 149 190 176 183 162 169 176 183 190

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New Products and Developments

Water Phase Oil Emulsion

Exclusive rights of the patent number for the manufacture of a water phase oil emulsion as a vehicle to carry medicaments and for other purposes have been taken over by Chester-Kent, Inc. Croleum vehicle, as it is known, is an emulsion of pure castor oil, distilled water, boric acid, glycerine and surface tension depressants and is intended for use in place of other vehicles to carry medicaments. It is stated to be water soluble in all proportions, non greasy and practically stainless. It has, it is added, a pH of approximately 6.8 and may be used without adding any medication as a non-irritating emollient.

Non Irritating Bacteriostat

An improved, non irritating bacteriostat for deodorant soap and similar products has been announced by Monsanto Chemical Co. The product which is known as Actamer, is said to be retained on the skin in the minute amount necessary to provide sustained effectiveness against the bacteria often responsible for body odors and some skin disorders.

White Corrugated Gift Carton

A new white corrugated gift carton for manufacturers who want to pre-package gift items for retail distribution is offered by the Chippewa Paper Products Co. The rigid cartons are made of double faced corrugated, using for one face a sparkling white sulphite. They are available in any size and can be supplied plain, embossed or printed.

Business Man's Atlas

The Business Man's Atlas offered by the George F. Cram Co., includes new, final and official population figures. It includes 48 state maps showing trading centers in order of size and importance. The atlas, 12x15 in. is offered on a ten day free examination basis.

Glycerol Mono Stearate

A grade of glyceryl mono stearate which meets NF specifications and is of the non-self emulsifying grade is offered by Glyco Products Co. According to the company it is supplied in fine, free flowing bead form

and is white and bland in odor. It is recommended for use in cream lotions and ointments and is claimed to be of particular interest for deodorant products as an emulsifier, thickener, stabilizer and opacifier.

Decorated Compacts

A gallery series of compacts consisting of eight designs including flower still lifes, a Paris street scene, a Chinese musician, a Persian mosaic and a marine is offered to man-



Compact made by new technique.

ufacturers of cosmetics for the Christmas trade by Majestic Metal Specialties Inc. The cover consists of a sculptured crystal plaque in which the designs appear to be carved out and give the effect of being frozen in glass. Characteristic of all is a frostiness that may appear as clouds, a block of snow, a mountain mist or an effective contrast to the ceramic colors. Full details about the compacts and the dimensional technique employed in making them may be had from the company.

Dry Hair Permanent Waving

A cold wave lotion that is claimed to actually wave dry hair and leave it in a lustrous state is being offered to beauty shops and hairdressers by the Caryl Richards Co.

Automatic Aerosol Loading

A custom loading plant equipped to handle over 8,000,000 cans per year has been established by Edward L. Mosier and Lewis S. Lawson in Los Angeles, Cal. Par Industries Inc. as the concern is known states that it maintains laboratory facilities directed by experienced aerosol chemists. Valves, freon and formulation as well as containers can be supplied when necessary. It endeavors to meet the need for high speed automatic packaging of aerosol products on the west coast. It is strictly a packing organization and does not market any items of its own.

Trade Literature

Essential Oils, Perfume Compounds and Flavors is the subject of a 38-page booklet issued by S. B. Penick & Co., 50 Church St., New York, 7, N.Y. It is a descriptive manual and price list covering the company's line of products in the foregoing classifications.

Incentive tools to sharpen selling drives, step up employees efficiency and to help manufacturers get customers and keep them are given in an informative sales promotion kit prepared by Cappel, MacDonald & Co. to help sales executives plan easily conducted incentive campaigns. The kit contains sample copies of five broadsides, each a self mailer together with ideas and instructions on how to use them. The kit is available for the asking.

Laboratory planning is simplified by the kit issued by the Fisher Scientific Co. according to that company. The kit consists of a catalog of its unitized laboratory furniture and a companion booklet on how to use the kit. Scaled cut outs and graph paper are included.

Moulds, dies and punches for making lipsticks, eyebrow pencils, mascara, rouge, compact powder and tablets are fully described and illustrated in a catalog issued by Progressive Labeling Machine, Inc., 137 W. 22 St., New York, 11, N.Y.

Four forms of service offered by the Chemical Specialties Research Laboratories are adequately described in an eight page bulletin which will be sent to anyone interested.

A new Philippine sales and credit guide has been issued by the American Foreign Credit Underwriters Corp. A detailed study of the Philippine market from the viewpoint of the U.S. exporter is included.



Parfums Fauby package

PARFUMS CORDAY has acquired the sole U.S. distributorship of the French firm Parfums Fauby and will introduce the line this fall. The latter's Kis Royale will be made available in only one store in each city and each package will carry the personalized label of its franchised store. To highlight its initial promotion, a mother-of-pearl purse atomizer together with a dram and a half flacon of Kis Royale will retail for \$7.50, the price of the atomizer alone. Kis Royale will sell for \$15 per 1 oz., \$8.50 per 1/2 oz., and \$3 per dram and a half. Eau de toilette will retail for \$6.50 per four ounces and \$3.50 per two ounces.

PERSONAL PRODUCTS CORP. is undertaking a national "Treasure in Perfume" promotion of Modess sanitary napkins by offering a packet with two vials of ten different perfumes, such as Corday's Fame, Lentheric's Repartee, and Le Galion's Sortilege.

BRISTOL-MYERS has just about completed national distribution of Ipana AC, its new ammoniated chlorophyll toothpaste. The product will be backed by national radio and television promotions, and extensive advertising in leading newspapers. It comes in 59 and 37 cent sizes. The 10 cent guest size of regular Ipana will be re-introduced because of its sampling value.

PAUL B. ELDER CO. is introducing Benoquin to inhibit melanin formation in human skin. Said to be the first and only preparation of its kind, it comes in 1½ oz. and 1 pound Owens-Illinois Glass Co. jars, for prescription use only.

DAGGETT & RAMSDELL, INC. is now undertaking its annual October promotion of the ½ lb. \$1 size of

Perfect Cleansing Cream and Perfect Cold Cream for 79 cents.

BOTANY MILLS, INC. is co-sponsoring Jinx Falkenberg McCrary's television show, New York Close-Up, on Tuesdays and Thursdays.

col.GATE-PALMOLIVE PEET CO. is test marketing Palmolive Rapid Shave, a brushless lather cream in a pushbutton can. Distribution of Colgate chlorophyll toothpowder has also been started.

FABERGE is introducing soap in its Aphrodisia and Act IV fragrances.



New Faberge soap

Three cakes, gift boxed, sell for \$1.50.

ELIZABETH ARDEN presents Ardena Basic Sheen, described as a liquid cream foundation. It comes in six shades, at \$6.50 with 7,000 International Units of estrogenic hormones per ounce and at \$5 without hormones.

pox co. has added chlorophyll ammoniated toothpaste to its dental line.

LOOK magazine, in its October 7 issue, carried a three-page color article on hair services and products.

HAZEL BISHOP is introducing No-Smear Lipstick Trio kit in time for Christmas selling. Each simulated leather kit contains three coordinated shades for blondes, brunettes, or brownettes. The kit with the three 75 cent lipsticks sells for \$1.25. Just introduced, Hazel Bishop Jeweled Lipstick cases, filled with the \$1.10 size of No-Smear Lipstick, sells for \$2. Both packages will be featured in 64 Sunday newspapers, full page color ad \star New

vertisements in a national magazine, on television and radio in a \$1,000,000 Christmas promotion.

SHULTON, INC. has upped its advertising budget again to increase its record fall and Christmas advertising schedules. Old Spice for Men will get the greater percentage of the increased advertising, mostly on radio and television spot commercials. National magazine advertising of all four toiletries lines has been increased.

YARDLEY is adding Flyweight Kit, containing Hair Tonic, After Shaving Lotion, After Shower Powder, and a tube of Shaving Cream to its men's line. Blue, green and gray enameled aluminum bottles are used. The kit is dark blue, roughtextured plastic fabric, with the toiletries in individual compart-



Yardley's Flyweight Kit

ments in matching plastic fabric. A national advertising campaign will promote the kit for November selling. It retails for \$4.25.

AZIZA offers a candy cane-holding EyeDuet and a Christmas Candle Mascara, both at \$1.10, for Christmas.

MILKMAID'S new make-up color is Cranberry.

PRIMROSE HOUSE offers its \$1 Petal Tint Liquid Make-Up bottle together with a \$1 lipstick at \$1.50.

Packaging & Promotions

WHITEHALL PHARMACAL CO. will undertake an advertising promotion in behalf of its Chlora-Stick, an underarm chlorophyll deodorant.

SHULTON will launch its Desert Flower Hand and Body Lotion with 500 line ads in 85 newspapers in 67 cities, and full-page black and white ads in four national magazines.

REVLON has launched an unusual tie-in advertising promotion with Remington Rand for the latter's new Electri-conomy typewriter. Keynoted "Perfection at your Fingertips," the ads show a stenographer drawing a copysheet promoting the new Revlon Nail Builder set from the machine. The lower left-hand corner of the advertisement carries Remington Rand Typewriter copy and offers a free booklet on the advantages of the machine.

JERGENS offers a 75 cent Stick Cologne Set and a \$1 Liquid Cologne Set for Christmas giving.

HUDNUT packs its \$1 Enriched Creme Shampoo and its \$1 Creme Rinse Hair Conditioner together as Hair Duet in a special display boot at \$1.50 for a limited time only.

COTY offers a new men's set for Christmas giving: Talcum, After



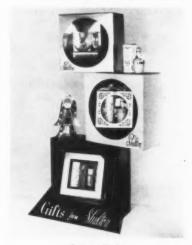
Coty's men's set

Shaving Lotion and Cologne in square-shaped white-capped bottles with deep blue, silver and white label, all on a silver and blue tray. The price is \$4.

MARIE EARLE has marketed Aralinn Foundation, a liquid-cream, in five different shades.

ANELA, INC., manufacturer of the fingernail product Anela, will expand its line. The one-year-old firm will also increase its newspaper advertising.

SHULTON, INC. has designed a display unit consisting of three shadow



Shulton display

boxes in three sizes stacked one on top of the other and held together by a vertical rod which allows boxes to be moved about.

OGILVIE SISTERS is introducing Magic Make-Up Color for touching up grey hairs. While it is said not to rub off, the product is not a dye and is claimed to wash off in a shampoo. It comes in nine shades. The kit, complete with brush, sells for \$1.50 each.

LEVER BROS, CO. marked the backto-school movement with a special offer of a "Lifetime" ball point pen or automatic pencil, with name in gold, evaluated at \$1, for 25 cents plus both end flaps from any Pepsodent toothpaste carton. Dealers are offered a giant tube with each dozen giant or economy size of Pepsodent as a bonus for professional installation of a floor display stand.

BARBARA GOULD products have been repackaged.

GERMAINE MONTEIL presents its Gigolo fragrance in Eau Concen-



Monteil's Gigolo

trée. The 2 oz. size sells for \$6, the 4 oz. size for \$10, and the 8 oz. one for \$15.

THE PROCTER & GAMBLE CO. launched its new Drene at a press party held September 17 in New York's Stork Club. The product is said to be completely newly formulated and comes in a new package, orchid and chartreuse against black. The labeling is printed both vertically and horizontally, so that the package may easily be displayed. It sells for 29, 57 and 89 cents.

TONI'S White Rain lotion shampoo has moved into fourth place in total shampoo sales, according to the Market Research Corp. of America.

GEORGE PICKRELL LABS., INC. is distributing Whisk-off to absorb perspiration and oils before shaving with an electric razor. It sells for \$1.

EDWARD A. SPORT LAB. is marketing "Lady Hilda" Stay Press, a scented hair mask to protect pressed hair against rain, ocean mist or fog.

cory employs a Christmas "window catalog" display with illustrations of 27 gifts, with prices marked. Measuring 60 inches high and 39 inches wide, it can be displayed full width in large windows or folded accordion-wise to half the width for smaller windows.

LUX SOAP offers a scarf, evaluated at \$2.50, for two wrappers and 50 cents.

Book Reviews

THE CHEMICAL FORMU-LARY. VOL. IX. H. Bennett, editor in chief. 6x9 in., 648 pages. Chemical Publishing Co. 1951. Price \$7.

This is the latest volume in the Chemical Formulary series and contains new and up to date formulas with methods for their formulation. Each formula in the volume is different from those of the previous volumes and represents the newest developments in each field covered. An alphabetical list of chemicals and trade mark products is provided as a guide in buying chemicals. The book contains 80 pages of formulas on cosmetics and drugs; 33 pages on soaps and cleaners; and 23 on food, including flavors. The nine volumes in the series of books contain a total of about 50,000 tested formulas from every important industry and consequently serve as a reference library of commercial formulation.

SELL AS CUSTOMERS LIKE IT. W. E. Sawyer and A. C. Busse. 6x9 in., 140 pages, cartoon illustrations, cloth covers. Funk & Wagnalls Co. 1952. Price \$2.50.

This unusual book presents a realistic, human approach to overthe-counter selling. Mr. Sawyer is director of education for Johnson & Johnson and Mr. Busse is a teacher in New York University. It presents a tested self training and self development program for retail sales people. The book is a direct outgrowth of a successful sales program developed by Johnson & Johnson. Written in a sprightly style it entertains as well as instructs the reader.

THE POTENTIAL NEGRO MARKET. Joseph T. Johnson, A. B., M. B. A. 6x9 in., 185 pages, cloth covers. Pageant Press. 1952. Price \$4.50.

This comprehensive survey of the Negro consumer market uncovers an immense untapped market for American business. Some significant facts are brought to light such as that the American Negro market is much larger and wealthier than the sought after Canadian

market. The book presents a concise picture of what and why Negroes buy. It analyzes the make-up of the Negro population and recommends a pattern to be used in consumer education directed toward this market. The author is assistant professor of Economics and Business Administration at Lincoln University. The survey of the buying habits of the average Negro consumer is especially significant for it indicates that his habits closely follow those of the white. Four chapters on cosmetics contain most relevant data for any company desiring to cultivate this big and growing field.

Chemical Abstracts

Coumarin Derivatives Found in the Fruit of Citrus Aurantium Natsudaidai: Danji Nomura (Yamaguchi Univ.). Kagaku no Ryoiki (J. Japan. Chem.) 4, 561-4(1950). The "orange oil" obtained by pressing the fruit coat of Citrus aurantium natsudaidai contains umbelliferone (I), auraptene (II), auraptin (III), and bergaptol (IV). I, found in the orange oil by Komatsu and Tanaka (C.A. 26, 722) was confirmed. C.A. 45, 16, 7112, (1951)

The behavior of Nonionic Surface Active Agents in Salt Solutions: T. M. Doscher, G. E. Myers, and D. C. Atkins, Jr. (University of Southern Calif., Los Angeles). J. Colloid Science 6, 223-35 (1951). This work was done to determine whether alkali metal ions and alkaline earth metal ions have different effects on the properties of solutions of nonionic surface-active agents. The nonionic surface-active agents used were produced by reacting hydroxylic or acidic water-insoluble compounds with ethylene oxide. Tests conducted included turbidity and viscosity tests, solubilization, surface tension, and cataphoretic velocity tests. Results of the tests showed that sodium chloride and other salts of the alkali metals have been found to salt-out nonionic surface-active agents, whereas soluble calcium salts and other soluble salts of heavy metals salt-in these colloids. A crystalline complex of a nonionic surface-active agent, calcium chloride, and water has been isolated. An interpretation of these results indicate that the efficacy of these nonionic materials in improving detergency in hard water is due to the formation of a protective layer of the nonionic colloids on the solid surfaces at which calcium and other heavy metal cations are absorbed.

Polvovyethylene Stearate. Colorimetric Determination in Dilute Solutions. Robert V. MacAllister and Raymond J. Lisk (General Foods Corp., Hoboken, N. J.). Anal. Chem. 23, 609-10(1951). Polyoxyethylene stearate (I) can be detd. in dil. solns. by complex formation with the amylose fraction of potato starch. The excess amylose, which is not involved with complex formation, is converted into an amylose-iodine complex which is detd. colorimetrically. The method permits analysis of solns. of I as dil. as 0.05% with a reproducibility of 0.010%. The potato starch-iodine complex has a max. absorption at 590 mu, but it is recommended that a calibration curve be established for each batch of starch used. Hydrolysis products of I and branched molecules of starch (amylopectin) do not interfere with the analysis.

Sweating of Soaps: P. D. Srivastava and Sethumadhava. Indian Soap J. 16, No. 9, 241-9, (1951). Studies of the various factors responsible for the "sweating" phenomenon in soap indicate that (1) sweating increases with the humidity of the surroundings, temperature remaining constant; (2) sweating varies inversely with tem-perature, humidity remaining constant; (3) temperature and humidity remaining constant, sweating varies inversely with the initial moisture content of the soap; (4) the presence of free alkali in soaps helps moisture absorption; (5) potassium soaps of fatty acids sweat more than the corresponding so-dium soaps; (6) sweating capacity increases with molecular weight of the fatty acid; (7) soaps of unsaturated fatty acids sweat more than the corresponding soaps of the saturated fatty acids with the same number of carbon atoms; (8) soaps containing glycerine sweat more than soaps without it; and (9) foreign substances of both organic and inorganic nature influence sweating of soaps. The J.A.O.C.S., 412, 28,

RETAIL BUYERS REPORT

Bath Goods Best-Sellers in The Middle West; Deodorants Strong; Men's Lines Gaining

JEAN MOWAT

Chicago—Best sellers include bath accessories, such as soaps, bubbles, oils, the old-fashioned bath crystals in stunning colors, and bath mitts, into which one drops tiny pieces of soap, providing a new fragrance and an easy to handle washeloth.

All men's preparations are active, more than they have been in weeks. Deodorants—new ones appear each week—are going strong and should be featured even more.

September sale items, from summer-type colognes to skin products moved in fair volume, with small jars given preference. Shampoos, rinses, dyes and permanents together with ointments for keeping the hair in good condition are active.

Promotions

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In Minneapolis one name brand is featured as a product to lighten and brighten the hair. John W. Thomas & Co. finds it creates sales interest. Hudson's of Detroit also stressed this same item in its Aisles of Beauty, as well as a new development in a treatment cream to return the skin to normal after the summer sun had completed its work. Harzfeld's, Kansas City, is stressing the need for a firm-chin and gives it wide presentation. Himelhoch's, Detroit, offers the new all-day base that is said to require no touching-up to maintain its freshness. Drug stores do the major promotion jobs each weekend; currently they are going all out for liquid cleansers. This is a type that several private brand makers have developed and sell in the \$5 classification with, report-edly, good results. One Chicago manufacturer claims it is the only way to thoroughly cleanse the skin and her sales would indicate that she has sold the idea well.

Fresh Ideas

The latest idea for the woman who wants to retain her true beauty is an ice-box for the bathroom to keep all preparations at the correct temperature and these are truly luxurious affairs in the popular selling bracket. They are ideal for the powder room.

Buyers report that there is a demand for powder room jars.

"We know we could sell smart jars, unusual in design, color and texture," said a Detroit buyer, "if they were offered." For such a jar many women would buy these as gifts to their friends or for themselves, and for a few extra cents a special label could be had. The jars of course would not carry a brand, but a fancy label might well carry the impression that the powder, cleansing cream, cologne, etc. was "specially packaged."

Beyond the Blue Horizon

There is a medical interest in the aging skin, but the cosmetic industry seems to have missed the point—and the boat. True, there are various featured hormone creams claiming to give dried skins a milk-and-peaches complexion.

The entire month of August was devoted to college fashions, but nothing was said about the "aging" of skin or how this could be prevented. Perhaps some smart manufacturer will have his demonstrators arrange tours with colleges and universities so that on-the-campustalks may be given to the men and women on complexion care. There is a tremendous virgin field here, just waiting to be handled by some one who knows how through personal help and demonstration.

When we interviewed some of the prospective co-eds we found they purchased ample stocks of lip sticks, some solid powder, perhaps some cologne but beyond that few cosmetic items. The girls were not interested in any of the firming, chin-strapping items featured for the mature woman. Instead, each of these girls offers a potential quarter-of-a-century market for lotions and creams. All they need is training by a demonstrator with the right know-how.

Bath, fragrance, and hair goods turnover excellent as fall season goes into full swing; men's lines volume up.

Special bath products sections suggested as promising source for steady sales.

Samples still going strong: seen offering excellent consumer promotion for wide range of articles.

There are too many items in any line, and too many that take up space and on which the sale is too limited. Too many plastic squeeze bottles have loose tops, spilling the contents. This is due to indifferent milling, according to the buyers who are forced to return such merchandise.

Small jars will continue to outsell the larger and more economical size because they are used up before contents turn rancid. Rancidity is a major reason for the return of, and complaint about, many brands nationally featured. The only sale of large jars is in cleansing creams. Even the September specials on name brands did not move the larger jars of tissue builder types.

More perfume samplers are wanted, for use in the handbag. Often it promotes the sale of larger bottles. Consumer samples, whether it be a fragrance blotter, a hair salve for use after the permanent, a shampoo, or a foot lotion, are proving to be the basis upon which direct sales at *regular* prices are made in major stores.

Coordination of Colors

The importance of coordinating colors is only beginning to be appreciated. At a beauty bar the makeup artist asked the customer what color hat and scarf she was wearing and then applied the right type of makeup from eye-shadow to lips.

With the current trend towards an orchid lipstick, some teeth may appear very yellow because of the purplish cast that will radiate from the lips. A pure red can be equally as guilty. Demonstrators might give salespeople some pointers on this.

It was at an informal conference

of chemists when the topic of beer came up and the men as a whole agreed that if women used this as a rinse it would produce new lights and shine to the hair. "It has an ingredient which removes all the film that is left when hardwater is used, and gives to the hair a natural gloss," was the consensus.

buyer likes the idea very much.

Lentheric's Sheer Beauty Foundation is selling so fast, the buyer at one of the larger department stores says, she has to reorder almost immediately after receiving a shipment. She thinks the lovely packaging, the national and local advertising combined with a quality product are responsible. She is also very happy about the promotion given to the Pippin lipstick. The display card with the Pippin apple attracts attention and sales, she says.

Max Factor's Pan-Stick is selling better than ever, another buyer reports. Women are coming back for it and new customers buy it. It has become a favorite with people who want a smooth make-up, and the buyer is highly pleased.

Beauty Grains continues to be a steady seller to people with problem skins, one buyer reports, and her recent newspaper ad gave it an extra push.

Market Offers Definite Place for Complete Bath Presentation, Buyers Say

DON COWLING

Los Angeles—A certain manufacturer who shall be nameless here read the statement in this column last month by the buyer who feels that toiletries manufacturers follow each other too quickly and too slavishly in the presentation of new promotions. He agreed, and then he unburdened himself of a few thoughts on present day

He wanted to know what had become of the old time buyer who knew his field, knew merchandising, and trusted his own judgment. This manufacturer has found a great and compelling curiosity among buyers on whom he calls. They want to know what their competitors thought of the item, and who bought it. They ask if the sale is guaranteed. Will the manufacturer pay 100 per cent of the advertising? How about a demonstrator to present it to the store's customers?

Both the buyer and the manufacturer feel that what is needed on the other side of the fence is more knowledge of the field, more confidence based on that knowledge, and more courage to go ahead when armed with those attributes. Could be they're both right.

Promotions

J. W. Robinson's annual Fall Fashion Beauty Bazaar was held the first week in September. Six leading treatment lines sent their two top rotators to appear, one in Robinson's Los Angeles and one in Robinson's Beverly Hills. Consultation desks were set up in the departments, newspaper ads announcing the presence of the rotators were run, and fashion windows tied in the connection between fashion and beauty. All local beauty editors were invited to a preview meeting. As a promotion the event is eagerly contested among manufacturers.

New Orleans Reports Permanent Waves, Other Hair Goods, Group and Novelty Packages Selling

LEE MCKENNON

New Orleans—The back-to school wave seems to have called for the permanent wave. Wave kits sold very well here the past month. Some of these were Toni, Shadow Wave, Lilt and Elizabeth Arden. Both refills and the complete kits moved in a gratifying volume. This trend was accompanied by a nice turnover in other hair preparations. White Rain sold very well as did Helene Curtis Spray Net in both sizes.

Multiple packaging is again an interesting factor this month. Coty's Perfume Trousseau set of 7 scents in one box for \$2.00 is selling very well. Women do like variety in fragrances and a low-priced group attracts and sells them. Another group package that has gone well is the Francis Den-

ney "Highlight" which includes her new Highlight full-size lipstick, introductory size Invisible Beauty Strap and Highlight shade Texture Tint, all for \$2.50. The two latter bottles contain sufficient quantity for 10 applications and the buyer is very happy with the sales of this trio.

A novelty package that has moved nicely this month is the Lucien-Lelong Non-Stick Hand Stick. The hand lotion in stick form is packaged with a small paper hand fastened at the bottom and extending to the top. The buyer says this attracts attention and points out the purpose of the stick, and sells it. Another packaging trick which has brought profit to the department is the Blue Grass Cologne with atomizer. This combination has pepped up the usual good sales on Blue Grass Cologne and the

Dallas Sales Match Last Year's

JEAN ROBERTS

Dallas—During its annual Fashion Exposition Neiman-Marcus has consistently introduced a new cosmetic item. Last year it was a new perfume expressly blended for Neiman's. This year Elizabeth Arden chose the event to present for the first time her new liquid cream foundation called Basic Sheen.

A former Neiman-Marcus awardee herself, Miss Arden says the new foundation is designed to make the complexion look as if it were "illuminated from within." It is intended to match the shimmering satins and glittering sequins featured for this fall and winter, things which make skin need a "lustrous dewy finish." The new foundation cream was placed on counters across the nation just after the Dallas Exposition.

Sanger Expands Suburban Outlet

Sanger Bros. has just opened an expanded cosmetic's department in its suburban outlet in Highland Park Shopping Village, an expansion to about four times former size. According to the buyer, the suburban store will stock the same merchandise as the downtown store, but will concentrate more on gift items.



The Bakers at the Bakers' convention.

"What's this?" asked the Bakers as they arrived in separate groups at the home of Fritzsche Brothers' Chicago manager, Pete Niles. They'd been invited to a beach party, but the freshly painted sign nailed to a tree on Pete's front lawn read: WELCOME, BILL BAKERS CONVENTION! The mystery, if not the confusion, was soon cleared

when Bill Baker, head of Armour Laboratories' Pharmaceutical Development Laboratories and Mrs. Bill Baker were introduced to Fritzsche's Bill, Mrs. Bill and Bill Baker, Jr. As none of the five had met before, the Niles' masterminded plot worked to perfection and a grand beach party got off to a surprisingly hilarious start.

The "back-to-school" trek has put items related to that project into the ads and onto the counters of practically all stores: department, specialty shops, and chain drug. Colognes, soaps, shampoos, brushes, creams, nail polish kits, lipsticks—all have shown good sales. One store reports that the new Drene package featuring a plastic bottle has been particularly attractive for college students, both men and women.

The Cash-Register

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Sales are still holding up in Dallas. Both chain drugs and department stores report their records for this year look as good if not better than last year, which had rated tops. Clerks report that there was a time when customers seemed definitely more dollar conscious, but now they have swung back. They don't indicate that there is a mad rush for cosmetics nor any inclination for hoarding, but customers seem to be buying what they want with not too much attention to price.

It isn't often that a visiting beauty expert makes the newspaper in any place except the women's section, but Estee Lauder made a front page column recently. She arrived at Dallas' Neiman-Marcus after spending several months in Europe studying the women. "Over there," she reported, "they look more finished." To which the columnist added: "Could be lady, but in our town it's not the finish that counts but the design."

Neimans reports Miss Lauder's visit during which she gave advice to women on proper use of makeup as having been very successful.

Buffalo Fragrance Sales Increase

MAGGIE FLEMMING

Buffalo—The toiletries business in Buffalo is slowly but resolutely pulling itself out of the steel-strike doldrums that so sorely flattened it in the past three months. The improvement only began to show itself in the week following Labor Day.

Richard Hudnut's "Light and Bright" Hair Lotion, at \$1.50, turned out to have plenty of sales appeal. Its popularity is attributed to its gradual action, the change it accomplishes depending on the number of applications made to the hair. In the last several months, women have become a little wary of the instantaneous, irrevocable hair-coloring agents.

Fragrance Sales UP

Fragrances have enjoyed a welcome increase in buying in the past couple of weeks, Lentheric's 5-cologne Fashions in Fragrance at \$1.50, and Coty's 7-miniature Perfume Trousseau for \$2.00 topping the list. Most women like variety, and enjoy the feeling of luxury that comes from owning a diversified number of scents. The fact that each fragrance in these variety sets is, of necessity, tiny in size detracts not at all from their preferring this type of presentation to a single fragrance of a normal size.

At the Wm. Hengerer Co., the semi-annual Milkmaid Clinic was in full swing and attracting more volume than was being achieved by most of the other toiletries sections en toto. Two special representatives from New York were presiding over a special Milkmaid Square in the front of the store, where free skin analyses were available to all women desiring them. A front window display and elevator cards rounded out the promotion to good advantage.

Revlon's White Sable produced a strange reaction here. The hormone cream went over far better than the cleansing creme, to such an extent that two days after its introduction, the entire stock of hormone cream had been sold out and had to be hastily re-ordered to meet the unexpected requests that so exceeded the supply on hand. Hengerer's annual Fall Fragrance Festival is about to be launched. The promotion is loaded with many fresh new slants which we'll relay to you in next month's report.

New Hudnut's Light and Bright, Revlon Cleanser Click; Powders, Make-Up Bases Turnover Heavy

MARY LINN WHITE

Cincinnati—It was good month for the toilet goods counters, and the reasons were all too simple: good old products at reduced prices and good new ones in stock. Hudnut's Light and Bright is a bang-up success, and in its first week Revlon's new White Sable Liquid soapy cleanser walked out. Lentheric's daytime cleanser and nighttime cleanser, another new idea, clicked at once. The new home permanent, Pert, is finding favor, though it still does not compare with Shadow Wave, Lilt and Toni.

Every one of these has a new twist to it. Hudnut's hair product makes no wild promises; indeed it indicates that the user's secret won't even be guessed. But it's so easy to apply and its appeal so general that it was a natural. Ditto for Revlon's cleanser, which means no oily mess under fingernails, no freshener required, and a soft surface on the skin. The others, too, offer some improvement over long-successful products. National advertising has made them quickly acceptable.

TV Terrific

One local store is wondering, after its own success with TV promotion of cosmetics (some of them in demonstrations), and after a sell-out of Elizabeth Arden's eighthour cream from a casual mention by Arthur Godfrey on CBS radio and TV, why some of the bigger houses don't go in for such promotions on a national scale, rather than relying entirely on the printed word with enticing photograph.

Other new products from which great returns are expected are Stopette's new shampoo and Coty's new combination powder basepowder. Rubinstein's home permanent and hair lightener, both to be introduced here soon, are expected to offer new easy-glamour so popular with the gal-in-a-hurry.

Coty's perfume trousseau of seven scents for \$2 instead of \$4, much the same as last year's seven small perfumes, is just as big a success as ever, and Faberge's quartet of scents is selling fast, too. Dana's new cologne-perfume package is delighting customers and salesgirls alike.

It's the special sales, of course, which are bringing much of the

business to the counters. Lucien Lelong's lipsticks at half price (two for \$1.25) are much in demand, as are the Harriet Hubbard Ayer packages at one-third off, clearing the shelves for a new package.

Other Hot Items

Barbara Gould's new lipsticks at two for a dollar are "hot," and a couple of buyers call Dorothy Gray's cleansing cream sale "terrific." Ditto for Rubinstein's Beauty in Pairs, and Tussy's rich cream at a bargain price. (Why "sales" are declared on these items, which sell well anyhow, is a mystery.) Demand for powders and make-up bases is heavy, thanks to faded summer-tans.

A curious identity was established last month when in a top department store in Denver and ditto in Los Angeles the two best selling items on a special dollar day in the toilet goods sections were toilet paper and facial tissue. Buyer Tom Maruca in the Denver May Co. deliberately went after this business, knowing from past trials the rate of acceptance, and he built display easels on which he clamped open rolls of toilet tissue. with the ends flowing free, open packages of facial tissue, and soaps, each display in matching colors. The results were highly gratifying, particularly in the amount of soap sold on the strength of the toilet

Articles for the hair continue in the forefront of acceptance. San Francisco last month was featuring Arden's Star Twinkle, shiny confetti-like flakes in many bright colors, to be sprinkled in the hair. Salesgirls enthusiastically co-operated by sifting it into their own hair, and much customer interest was aroused by this simple presentation. Both salesgirls and customers liked the idea.

presentation.

Every so often somebody inquires for the bath section. Is something being overlooked in this direction? Would a complete bath presentation, with soaps, salts, bubbles, sponges, bottles, jars and containers in colors, and perhaps even washcloths and towels, if sufficient pressure for a complete presentation were exerted, meet with acceptance? We believe it would. Buyers realize that a certain amount of slack must continually be taken up. Possibly some of them would be relieved to build a slow

but steady increase by featuring such staples rather than hoping each month that a sufficiently impressive gimmick will spring up. We know several such buyers in our own territory who would go for such a plan right now. Basic theme should be color selection.

One-Fourth of U. S. Vacationing Families Bought Cosmetics

More than one-fourth of all U. S. vacation families purchased cosmetics and toiletries for their trips in 1951, according to the third nationwide vacation travel survey recently completed by the research dept. of The Curtis Publishing Co.

The 72-page report discusses the pattern, scope, and characteristics of vacation travel by United States residents.

Purchases of cosmetics and toiletries averaged \$4.11 per buying family, the survey states. Projected to a national basis the figures show that 5,574,000 vacation families spent \$22,908,000 for cosmetics and toiletries both for or while on their vacation trips.

To secure factual data on the vacation travel market of the United States, The Curtis Publishing Co. utilized a nationwide panel of 4,000 families scientifically selected by statistical techniques to assure that it was a cross section of all United States families. For the purpose of this survey a vacation trip was defined as any pleasure trip of three or more days duration away from home by any member or group of members of the family.

High-income families spent more on vacation travel than the low-income families. The report shows that the average family expenditure for vacation travel by families having incomes of under \$2,000 was \$122, whereas the average for the \$10,000 and over income group was \$50.4

Manufacturer Claims Unique Silver Blonde Hair Wave

"Rocket Wave Silver Blonde solution is the only product of this type that will successfully, safely and easily wave even the most damaged silver blonde hair," according to George Barrie, president of Caryl Richards, Inc. at a recent press conference. Irving Farrer, vice-president and chief chemist of the concern, claimed that the product is less caustic than other cold wave solutions due to low alkalinity.

If that's an H-A Glass Representative at your desk he is ...



Most likely in his early forties . . .

He's had twenty or more years of experience . . .

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If that isn't an H-A Representative at your desk . . .

HE SHOULD BE

HAZEL-ATLAS GLASS COMPANY

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perfumes of recognized originality, your own skill

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Why are DREYER SYNTHETIC SCENTS

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A bee could well have trouble telling the difference between a Dreyer Perfume Scent and Nature's original flower odor it authentically duplicates.

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The Editorial-"WE"

The Atomic Feature of the Home Wave Controversy

THE controversy that was started when the Richard Hudnut company made a frontal attack on the merits of the so-called selfneutralizing or non-neutralizing home permanents has "set the trade by the ears." For some time, there have been two types of cold permanent wave products on the market, the neutralizing and the non-neutralizing, and some companies, in fact, have had both, under different names. It was felt by many that each type had its merits, and that each would find itself a clientele. Hudnut, along with a number of other firms in this sector of the toiletries industry, markets only the permanent that requires neutralization as a separate step. Naturally that is their undisputed privilege, but they do not confine themselves to constructive selling of the non-neutralizing cold wave. Hudnut came out with advertisements to the public in which to put it mildly, Hudnut voiced anything but approval of the non-neutralizing type. Some say this use of "scare copy" constituted an attack upon the other products which involves good taste-to use an understatementand more so, in view of the fact that the neutralizing type is now and has been marketed successfully for some time by equally representative manufacturers who are also privileged to choose their product type.

Aside from the fact that Hudnut's policy in this matter has created some heated feelings as to the proprieties, ethics, etc., between responsible competitors we believe that the basic problem is the merits of the competitive products. If the non-neutralizing home permanent is as harmful as Hudnut indicates, and if the neutralizing type is as superior as the controversial advertisements state, then Hudnut can hardly be condemned for placing the facts before the public. We believe, however, that two facets should have been considered before the appeal to the woman in the street had been made. First, was there a convincing body of evidence to substantiate the charge that the non-neutralizing permanents were having a deleterious effect upon the hair? Second, was the public the proper tribunal before whom to place a case, involving, when all is said and done, technical matters dependent upon the interpretation of experimental data?

Surely the Hudnut organization would not deny that if this were a matter involving the relative merits of two types of therapeutic agents, judgment would first have to be passed by men of science and not by the ultimate consumer.

The F.T.C. and Competitive Ad Claims

THE Hudnut advertisements brought to the attention of the toilet goods manufacturers a difficult and ticklish problem that has long faced other industries, namely the improprieties, if any, of advertisements which directly or indirectly make disparaging remarks about competitive products. The question, which is now receiving the attention of the Federal Trade Commission, is not easy to solve, for there is no line of demarcation that can be drawn between the advertisement that extols the merits of a product and the one that casts some doubts upon its competitor. Is it to be considered unethical to say that a given cream should be used to obtain a 'cleaner, softer, quicker shave''? Is it unfair practice, or to be considered such, to say that the use of a perfume will make her feel lovelier "as no other scent or fragrance known to mankind can do?" A writer on these matters has noted that the Federal Trade Commission is rather concerned with the claim that more doctors smoke Camels because, this commentator

points out, Camels is the fastestselling cigarette in America, and therefore not only is it smoked by more doctors, but by more undertakers. In this particular case, it would seem to us that this is not a matter involving competitive ad claims, but the interpretation of the advertisement. If there is an implication here that doctors smoke Camels because they are doctors; or that there is a larger percentage of the medical profession that chooses Camels than in other professional fields, it would seem to be an unfair claim, unless it could be substantiated by statistical data. But to confuse this with the type of competitive advertisements that we have seen, for example, in the dentifrice industry, and to draw conclusions therefrom, would be most dangerous. To go a step further, we would say that that would be an unfair practice on the part of the F.T.C.

Perfume Sales Through Tie-Ins

AN excellent thought for per-fume selling was advanced by Mrs. Miriam Gibson French of the Fragrance Foundation. She has called for tieing in sales of fragrance with other products and other departments, particularly in the department store. True, perfume belongs with cosmetics, and let us not divorce the two, for they are really one. But why not also sell perfume with handkerchiefs, with a bridal gown, with handbags? What more natural than the purse-size flacon, the bottle of perfume, and the purse, all in one display, or even at a single price? Why not show window mannequins with atomizers, the Fragrance Foundation asks. Why not? And the mannequin in the store can be rigged up with a little mechanical device, so that it is actually pressing the atomizer from time to time, surrounding the dress or gown department with the lovely scent that is being featured that day.

Cutex Launches Its Own Tie-In

WHILE the Fragrance Foundation is thus seeking to promote the sale of perfume and other fragrance products through joint displays and sales with items outside the cosmetic industry, the Northam Warren Corp. is offering window displays, advertisements and other material featuring Cutex nail polish and lipstick and

six other non-competitive beauty products not made or sold by that company. According to Northam Warren, this is "the first time in the history of the cosmetic and toilet goods trade that a related-items promotion is being offered" to variety stores, drug stores, and supermarkets. There are several factors that make this promotion worth watching: namely, that the six products other than the Cutex line are all related to beauty; they are all excellent products of good reputation, which do not require large-scale introduction to the American market; and the campaign is launched on a sufficiently large scale so that its success can be determined without leaving a doubt in the minds of the participants. This is a merchandising drive which we shall follow with interest, confident that, if successful, it can be of utmost influence in the sale of beauty products in the future.

Congratulations To the NARD

S we go to press, the National A Association of Retail Druggists is about ready to gather for its St. Louis convention, the fifty-fourth annual conclave of that organization. If ever a group was justified in claiming to hold a victory convention, it is the NARD in 1952; for it was this organization that led the fight, and sometimes almost singlehanded, certainly in the face of great odds and formidable opposition, for a national fair trade enabling act. In these columns, we have expressed our support of such legislation in the past; today we express our support for the group that is most responsible for this legislation.

Cosmopolitan Offers Its Survey of Beauty

LATEST survey of the buying habits of its readers in the field of cosmetics to come our way is the 1952 Survey of Beauty, prepared by Cosmopolitan Magazine. That publication, we are informed, has some 8,150,000 readers, and the questionnaire for this survey, like those of previous years, was sent to 2,000 subscribers. Of these, exactly 1,380 returned the questionnaires. Some questions were answered by almost that entire number, while others were replied to by as few as 1,000. But we are frankly not very enthusiastic about drawing conclusions from

the returns of less than 1,500 readers out of a total of more than 8,000,000. It will be argued that many students of public pulse-taking, whether it be Roper or Gallup or Kinsey, use as small a percentage, or even less. This does not mean, however, that there is always a magic number, or a given percentage, that produces meaningful results. Some questions can be asked of thirty people, while others should be asked of 5,000, before one can draw a conclusion. This is dependent, in our opinion, on the nature of the question, the manner in which the people to be polled are chosen, and the manner in which they are polled. For the cosmetic industry, the Cosmopoli-tan survey offers little that is astonishing. The brand preference statistics are not unlike those found in most of the other surveys. The percentage of sales through food stores for most of the beauty products is surprisingly low, but the purchases from door-to-door salesmen are quite high. It is not impossible that many of the readers look upon their supermarkets as department stores, not as food stores. Finally, one little suggestion for Cosmopolitan: next time, please include the questionnaire with the results of the survey. It is difficult to evaluate a survey without seeing the exact form and wording of the questions.

Synthetic Aromatics in French Perfumery

THE article that appeared in our August issue by Louis Bornand, bearing the title, "Use of Synthetic Aromatics in the Composition of French Luxury Perfumes," is one that could well be used to help dissipate the prejudice that still lingers in the minds of the public against synthetics when this term is applied to perfumery. It comes as no surprise to anyone in this industry to be told that to the French, "a modern perfume is a harmoniously blended, perfectly balanced mixture of both synthetics and natural oils"; that "we could not work without the synthetics" and that their employment "in the creation of French luxury perfumes is well known." There is no reason that the word "synthetic" should have an odious or undesirable connotation in perfumery-or, for that matter, in flavors-when the same word is looked upon as a sign of the advances and advantages of modern science in such fields as textiles and medicine. To those of our readers who have given the Bornand article only a single reading, we recommend it for more careful study for its value in public relations and customer enlightenment.

NWDA Survey Highlights Inflation

WE call attention to the results of the recent survey of the membership of the National Wholesale Druggists' Association with respect to operating expenses, sales, and profits. It is a picture that has been painted before, with results that unfortunately are not unique. Sales during last year went up 11.6 per cent, and operating expenses rose 11.7 per cent. It is not difficult to see that this simultaneous rise in sales and expenses not only does no one any good, but furthermore may be considered to symbolize, in a very simple though dramatic fashion, what many consider the most important domestic problem yet to be solved: namely, inflation.

What Makes An FDA Chemist?

WE believe that our readers will enjoy reading a publication not really competitive with our own, Food Drug and Cosmetic Law Journal. Most of us do not generally spend our time with law journals, even when they deal exclusively with our industry, but the current issue contains a letter written by the late Ward B. White, who will long be remembered for his years of leadership when he headed the Food Division of the FDA. Now, just what is a federal food and drug chemist, Mr. White was asked, and he says in reply that the "sole aim and purpose of chemists in the Food and Drug Administration is to make every contribution in their power to the enforcement of the federal food and drug laws." Well, of course, but this would be begging the question. "Our most brilliant chemists," he goes on to say, "are those who visualize a problem as a crafty antagonist to be overcome, and, like the Psalmist, 'meditate day and night' in scheming to bring about its downfall.' To which we are in agreement, except that we fear that some of the government men think at times-only at times, of course! -of industry as that antagonist, rather than the problems confronting industry. We think you will enjoy Mr. White's letter, as we ourselves did.



Flavors



Chocolate Dairy Beverage Powders

How cocoa, ceral malt and aromatic flavorings are used in the manufacture of chocolate flavored dairy beverage powders.
. . . Stabilizers and emulsifiers. . . . Use of common gums

MORRIS B. JACOBS, Ph. D.

EFINITIONS and Standards for Food as promulgated under the Federal Food, Drug, and Cosmetic Act and published in Service and Regulatory Announce-ments, S. R. A., F. D. C. 2, Rev. 1, Reprint with Addenda (June 1951, contains definitions and standards of identity for cocoa products and for milk and cream. No standards have been set for such products as might be considered in the category of chocolate flavored dairy beverage powders. Definitions are, however, given for lowfat cocoa and medium-fat cocoa, which are customarily employed, and also for breakfast cocoa. A definition and standard of identity has also been set for non-fat dry milk solids or defatted milk solids which were formerly termed skimmilk powder or dried skim milk. Both cocoa and non-fat dry milk solids are major ingredients of chocolate-flavored dairy beverage powders.

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It will be convenient for the purpose of grouping chocolate flavored dairy beverage powders to do so by considering the major dairy product used rather than the cocoa or the sugar used in the preparation. On this basis there are two major types of chocolate flavored dairy beverage powders, namely, those of the malted milk type and those containing non-fat dry milk solids. The latter group may or may not

be flavored additionally with cereal malt as will be considered in a succeeding section.

Whole milk powder may also be used as a basic component for such beverage powders. The shelf life of a product containing whole milk powder is relatively short in comparison with the other groups unless it is packed under an inert gas. This is an additional expense.

The powders prepared with nonfat dry milk solids or with malted milk can be made by either a dry or wet process and both types may also be made so as to be considered "complete," that is whether or not sugar need be added by the consumer.

Those beverage powders which contain malted milk as a principal ingredient may be further subdivided into chocolate flavored malted milks containing 35 per cent or more of malted milk as one group and those containing less than 35 per cent of malted milk as another group. Chocolate flavored malted milk powders will be discussed in a subsequent article.

Ingredients

Chocolate flavored dairy beverage powders based upon non-fat dry milk solids usually contain the following ingredients: non-fat dry milk solids, a sugar usually sucrose, cocoa, flavoring matters, salt, and emulsifiers or stabilizers. Each of these components will be consid-

ered with respect to its effect on the flavor.

Non-fat Dry Milk Solids

Public Law 244, 78th Congress, approved March 2, 1944 provided a statutory definition for the product commonly known as dried skim milk and gave dried skim milk or skim milk powder the designations "non-fat dry milk solids" and "defatted milk solids."

The concentration of non-fat dry milk solids varies from about 15 per cent to as much as 70 per cent in the finished product. The higher concentrations are used in prod-ucts which are employed as nutritional adjuncts as in school lunch programs and the like. The lower concentrations are used in products designed for over-the-counter beverages. Those products which are designed to be diluted with water must, in consequence, contain higher concentrations of defatted milk solids, otherwise the drink will have a watery taste and poor flavor. In addition if the beverage powder is to be utilized directly, that is if it is a complete beverage powder, the cocoa con-centration must not be large. This will avoid bitterness in the drink.

A product containing 40 per cent non-fat dry milk solids may be flavored with 10 to 20 per cent of malt to make it a complete beverage powder. The salt concentration may be as high as 0.75 per cent but it is more customary to use 0.25

per cent of salt. As noted in the instance of the powders containing up to 70 per cent defatted milk solids, not too much cocoa may be added; this may be not much greater than 12 per cent.

Ordinarily no additional flavorings will be needed for beverage powders containing about 40 per cent non-fat dry milk solids but if such powders have been enriched with minerals and more particularly with vitamin A and vitamin D concentrates, flavoring will generally need to be added. This is true also if lecithin has been added as a component or if yeast or yeast concentrates have been added.

flavored beverage Chocolate powders containing from 15 to 25 per cent non-fat dry milk solids are generally prepared with 50 per cent or even more of sugar. They vield a sweet drink because of the high sugar concentration even with concentrations of cocoa of the order of 25 per cent. They are customarily complete products which yield a watery drink but their flavor can be greatly improved when the drink is prepared with milk and topped with marshmallow or with whipped cream. This type of chocolate flavored dairy beverage powder is commonly termed the everready cocoa type; it is generally used at soda fountains.

High concentration non-fat dried milk solids chocolate flavored powders are usually packaged in bulk in No. 10 cans; those containing about 40 per cent defatted milk solids are packed in ½, ½, and 1-lb. containers; low defatted milk solids concentration beverage powders are customarily packed in bulk containers but are also available in individual service envelopes.

Sugara

The usual sugar used in the formulation of such beverage powders is sucrose and its concentration varies from 22 to 65 per cent in complete products. Where the sweetness of sucrose would be undesirable, a portion may be replaced by use of dextrose hydrate but the concentration of dextrose hydrate must be greater than 10 per cent in order to make the reduction in sweetness appreciable. The replacement of sucrose by dextrose hydrate in chocolate flavored beverage powders is not common.

The employment of corn sirup solids as a sugar ingredient for such powders has been investigated but because this sugar product is so hygroscopic this property militates against its use. Two other factors work against the more general use

of corn sirup solids, namely, that the mention of this ingredient on the label is considered disadvantageous and the flavor of corn sirup solids is not readily accepted by many consumers.

Cocoo

The concentration of cocoa in the finished product varies from 8 per cent to 25 per cent and as has been mentioned, low- and mediumfat cocoas are employed in preference to breakfast cocoas. Alkali treated cocoas, that is "dutched" cocoas, are not too commonly used but since they are more finely ground, they are helpful where a more stable suspension is desired. In addition "part-dutched" or "mill-dutched" cocoas are occasionally employed because they are darker in color and thus are preferred for those formulations where lesser amounts of cocoa are to be used.

From the flavor point of view, cocoas made from high roast nibs are to be preferred but it is doubtful if it is expedient to incorporate cocoas with superior flavors for such delicate flavors would be readily suppressed by the harsher notes introduced along with the non-fat dry milk solids and other components. When oil-soluble vitamin concentrates, lecithin, and slightly off-odor defatted milk powder are used it is necessary to employ additional flavoring to mask the undesirable flavors contributed by the ingredients mentioned. When high cocoa powders are incorporated into the beverage powder, it is not customary to use additional flavoring. Few manufacturers, however, really trouble to standardize their product.

Flavorings

The principal flavoring other than cocoa powder is malt, usually cereal malt. Most manufacturers do not set specifications for this ingredient but some do specify a given amount of diastatic activity. Malt is customarily employed in medium percentage defatted dry milk solids products in concentrations up to 33 per cent of the weight of the non-fat dry milk solids. When high concentrations of malt are used, other flavorings are seldom employed.

The principal flavorings other than those already mentioned are vanillin and salt and vanillin and resin vanilla. The former is the most common flavor adjuvant and the latter is the next most common additive. At times, principally for low cocoa formulations cocoa extract powders fortified with vanillin, piperonal (heliotropin), bourbonal, or related aldehyde-ethers of this character are used, generally in concentrations up to about 0.5 per cent in low concentration cocoa products. Lesser quantities of flavoring are used for high concentration cocoa products.

Sal

The concentration of salt, as noted in a paragraph above, is generally kept below 0.75 per cent though this value is stressed as beneficial by some authorities. When added flavor is used, the concentration of salt plus flavoring is customarily kept to about 0.5 per cent though this value could very likely be raised without disadvantage. It is to be noted, however, that at times a synergistic effect occurs with flavors containing aromatic aldehydes for the salty taste may be enhanced or an aftertaste produced which is greater than that to be expected from the quantity of salt used.

Stabilizers and Emulsifiers

Actually cereal malt in addition to serving as a flavoring also serves as an adjuvant stabilizer or emulsifier. This is another reason for its common use in chocolate flavored dairy beverage powders.

The common gums such as arabic, tragacanth, locust kernel, algin, Irish moss, and the like have been used or tried, as has been starch, principally for drinks in which hot water is employed. Modified gums, modified starches, waxy starches, gelatin, and albumin are among other stabilizers which have been used. Some of these have disadvantages; among these being the difficulty of covering up incompatible flavors con-tributed by these ingredients. This is particularly the case with some pectins. Products containing albumin or gelatin have a short shelf life under poor storage conditions and the declaration of starch as an ingredient on the label is considered inadvisable for sales reasons.

Lecithin is the principal ingredient employed for the preparation of cold- or hot-water dispersable powders. Some commercial products have a characteristic odor which must be masked. Several other materials are available for the production of cold-water or cold-milk dispersable beverage powders but they have found only limited use.

The author wishes to thank Mr. Sam H. Greenstein for material supplied for this article.

Why Use Imitation Flavors?

Imitations fill a definite flavor need in candy manufacturing. . . . Advantages of economy, uniformity in quality and grade, ability to withstand rigorous demands of certain food processes and few storage difficulties

L. J. STRASSBURGER*

THE candy manufacturer realizes that flavor is an imporant ingredient in his product. Without it various types of confections made by him would be nothing more than pieces of differently processed sugars; some of which would be hard, some soft and others chewy—but all would be sweet!

Flavor Classification

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All flavors fall into one of the following five classifications: True Fruit, Essential Oils and Extracts, Imitations, True Fruits With Other Natural Flavors and Fortified True Fruits.

True Fruit Flavors, obviously, are those derived by the processing of fresh or dried fruits.

Essential Oils and Extracts owe their flavor to aromatic oils obtained from the flowers, fruit, seeds, leaves, wood or roots of plants.

Imitation Flavors are mixtures of synthetic aromatics, combined, in many instances, with varying percentages of natural products, carefully blended, to impart a characteristic flavor—when used in proper concentrations.

True Fruits With Other Natural Flavors are compounds of true fruit and natural extractives, such as might be made from herbs, spices, etc.

True Fruit Fortified Flavors are those wherein the natural fruit flavors are enhanced by additions of Imitations.

To date, the chemist has had his greatest success in compounding flavors of fruits and berries, and the reason for this is quite obvious. Chemicals composing a high per
*van Amerigen-Haebler Inc. From an address before the American Assn. of Candy Technologists.

centage of practically all the aromatic oils that occur in natural flavors are comparatively simple organic compounds. These were created in laboratories years ago, and their odors were so characteristic of various fruits, that crude attempts were made at duplicating natural flavors shortly after synthesis of the compounds. As techniques in analysis progressed, many of the chemicals identified as present in fruit by odor alone were actually isolated. But the chemist created flavors that closely resembled fruit and berry aromas in the time-interval that elapsed between the synthesis of chemical compounds and establishment of their presence in natural products. This he did by carefully noting aromatic differences of hundreds of aromatics, thus developing an olfactory sense that was capable of reducing a total odor into familiar groups and reconstructing it in terms of the chemicals present on his shelf. The work could be quite simple in some cases—with grape and cherry for example, where methyl anthranilate and benzaldehyde in themselves brought him very close to his objective. Raspberry and strawberry, however, proved more difficult. Superior duplications of these were eventually made by discovery of the ionones and glycidic esters which resembled the berry aromas but still required careful blending with many other synthetics to make a complete flavor.

It is interesting to note that benzaldehyde is present in cherries and methyl anthranilate in grapes, but ionone and the glycidic esters have never been identified as a constituent of raspberries and strawberries. Whether or not a chemical is found in a natural product is of relative interest to the flavor chemist since his primary concern lies in its aromatic possibilities and the character it will impart to the flavor he is duplicating. These investigations into chemical composition of natural flavors, however, were of value; for they disclosed the presence of new compounds and gave the chemist added respect for his olfactory senses.

Imitations Fill a Definite Need

Flavors labelled, "Imitation" have a questionable acceptance value with the public, although when tasted "blind," without the stigma of the words, "Imitation" they are often preferred over natural flavors. And the processor of foods too often considers them a necessary evil. He is always proud and happy to admit his use of True Fruits, or even True Fruits With Other Natural Flavors; but is apologetic in acknowledging his product contains an Imitation. There is no reason for this attitude because the Imitations fill a definite flavor need.

In the first place, they are economical to use. The cost of natural materials necessary to flavor the great amounts of food consumed would be enormous, and consequently many of the products that we consider necessities of life would become luxuries. Such a situation would have detrimental economical effects on the country and lower the exceptionally high health standards of our people.

Imitation flavors are uniform in quality and grade. Each of the ingredients used in compounding flavors is made according to an established process, and purified and analyzed to maintain a standard. When the many organic com-



Proudly Announces

* CHEMICALLY MODIFIED LANGLIN

MODULAN is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that MODULAN is hypo-allergenic.

SOLUBILITY— Because of induced chemical differences in molecular structure, MODULAN is far more hyprophobic than lanolin and it is very soluable in mineral oil.

TEXTURE — MODULAN solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

COMPATABILITY— Because of its outstanding compatability with oil-in-water emulsions and with soaps and shampoos, MODULAN can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, MODULAN deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

Additional information available on request.



AMERICAN CHOLESTEROL PRODUCTS

INCORPORATED

MILLTOWN . . NEW JERSEY

pounds necessary to make a com-plete flavor have been blended to formula, the finished aroma is checked for odor and flavor by a chemist who has had experience in detecting the slightest deviations from standard. Nature is not so careful in maintaining uniformity. A definite type of strawberry, raspberry or peach, grown in a certain region of the country, may have a year's crop of excellent flavor and color, to be followed by a harvest of poor flavor, or poor color, or both. Obviously, in using Imitations an odor-and-flavor-standard can be maintained in the finished product to a degree that would never be duplicated with the naturals.

Imitations Meet Rigorous Demands

Only imitation flavors withstand the rigorous demands of certain food processes. To give a pertinent example: The hard candy manufacturer would be unable to produce a clear and highly flavored confection of the type he is now making, if he were to use the true fruits. The volume of liquid involved in such an undertaking would result in an opaque and sticky mass. And the taste would definitely be undesirable since temperatures at which flavor can intimately be mixed with cooked sugar is sufficiently high to caramelize or burn the flavor. Essential oils and extracts are an exception to this case; however, practically all natural aromas "fall short" when flavor is to be maintained in dry mediums such as gelatin dessert powders, crystals, cake-puddingbeverage and pie-filling mixes. Under these conditions oxygen of the air, trapped in the powders, reacts with certain constituents of the flavor, rendering it terpeney in some cases, and oxidized and rancid in others. In every instance involving such reactions the true fruit flavor of the natural product is changed and becomes undesirable. The chemist has attempted to thwart Nature's destructive tendencies by adding anti-oxidants to the oilsby removing oxygen-reactive constituents from the flavor-by replacing the entrapped air with an inert gas, and all these alternatives have enjoyed varying degrees of success. To date, the best method of maintaining fidelity of a natural flavor, particularly of the essential oils, lies in a process that will seal the aromatic liquid in a protective coating. Imitation flavors offer none of the above-mentioned difficulties. In the skill of his art the flavor chemist has succeeded in selecting stable aromatic compounds which he can blend into characteristic flavors that will not evaporate or undergo chemical change, and will maintain their fidelity over an extended shelf-life period.

The imitations are highly concentrated flavors. To give an example in vanilla and its synthetic equivalents: Vanillin has fourteen times the flavor strength of vanilla beans, and ethyl vanillin is about forty times as strong; so that one pound of vanillin is equivalent to 17 gallons of a standard vanilla extract which contains the extractives of 13.35 ounces of weight of vanilla beans per gallon; and I pound of ethyl vanillin has a flavor intensity comparable to about 45 gallons of the extract. It is to be remembered that this comparison is made with one of nature's most highly aromatic and concentrated flavors! If we examine the common fruits and their corresponding chemical counterparts in view of flavor potency, the latter will prove many hundreds times stronger than the natural juices. For this reason, and the point cannot be too strongly stressed, imitation flavors should be measured carefully and used as recommended. Under- and overflavored batches are the result of estimating recommendations. The following illustration will clarify the point: It is difficult to approximate unit volumes from an 8- or 16-ounce bottle because of existing variations in height and diameter of these containers, each manufacturer having his own particular bottle style. For this reason, 11/9 ounces volume might plausibly be estimated as 1 ounce; and for a flavor of one ounce strength, the batch would resultingly taste perfumey or bitter because it contained 50 per cent more flavor than recommended. To reproduce the same degree of error with an eightounce flavor, 12 ounces would be added, which is hardly possible. Consequently, the degree of error in estimating the recommendation for dilute flavors is considerably less than for the concentrated, and imitation flavors had best be accurately measured to attain a true evaluation of their flavor quality.

Impart Individuality in Taste

Imitation flavors give individuality to the taste of a confection. The manufacturer identifies his product by distinctive packaging and ear-catching phrases but his item has a flavor similar to many

competitors if all use the same essential oil or extract, or some close duplication of a popular brand. Actually, the confectioner is selling three distinctive features of his product at a competitive price: Feel," the touch sensation in the mouth, "Sight-Appeal," a stimulation of appetite aroused by the sense of sight and "Flavor," which is a combination of pleasing odors and tastes. All of us know the efforts made at regulating crystal size of a fondant so it will "feel right" when eaten. And we are equally familiar with the many experiments conducted on chocolate to control bloom," which is unattractive to the sight. Inasmuch as methods for achieving proper "Feel" and "Sight-Appeal" in a confection are generally well known, individuality can only be attained through "Flavor," and the use of imitations offers an excellent opportunity in this endeavor. The character of a flavor can be changed slightly to give variety to that taste, or to improve aroma. Such modifications are made by adding traces of aromatic chemicals which blend with the basic flavor to enhance and embellish it. These variations, detectable by the trained nose, are termed "nuances," and they may increase flavor sweetness, give more freshness or "brilliance" to an odor, or may even fortify the basic aroma. To illustrate the point with a few simple examples: A cherry flavor can be sweetened flavor-wise by the addition of light, fruity esters; methyl salicylate or imitation wintergreen is made "brighter" in character with traces of eugenol; and a lemon is given increased flavor-strength with citral. There are many occasions when a flavor with nuances is more acceptable to the public than the basic flavor. Straight peppermint in toothpaste, for example, is not nearly so pleasant as the oil with nuances. From this it becomes evident that the confectioner has possibilities of giving real distinction and individuality to his products by use of imitation flavors.

Few Storage Difficulties

There is another advantage that should be considered at this time. Imitations offer few storage difficulties. They need not be held under refrigeration, and do not change in aromatic qualities or physical appearances over long periods of time provided they are kept in dark, well-stoppered bottles. The "terpency" and "off-taste" developed in essential oils when improperly

stored never occur with flavors made of pure chemical compounds.

Aside from the many advantages that have been presented regarding use of imitation flavors, the ultimate has not been attained, and never will be so long as man retains his ingenuity. With the aid of a micro-chemical laboratory to identify trace quantities of odorous substances as they occur in natural products, and a research staff to synthesize new chemical compounds, the flavor chemist is given a vast library of odors that he can develop into superior and more versatile flavors by application of his art, imagination and discriminating sense of smell.

Flavored Notes

THE Givaudanian of Jan. 1952 carries an article concerning alpha-irone. Although the stress in this article is on the use of this new synthetic aromatic chemical, which is now commercially available, in perfumery, brief mention is also made of its possible use in raspberry and strawberry flavor compositions.

The continued general use of the term "ethylvanillin" to designate the compound, 3-ethoxy-4-hydroxybenzaldehyde, should be disturbing to all flavor chemists and flavorists alike. 3-Ethoxy-4-hydroxybenzaldehyde, whose trivial or common name is bourbonal as accepted by and indexed by Chemical Abstracts, is a homologue of vanillin, 4-hydroxy-3-methoxybenzaldehyde; that is bourbonal differs from vanillin by a -CH2- or methylene group. The implication that bourbonal is an ethyl, -C2H3, derivative of vanillin is completely wrong. Yet this incorrect usage is so widespread that some chemists working with 3-ethoxy-4-hydroxybenzaldehyde know it only by its wrong name. Some of them appear never to have heard of any other name. Such chemists cannot possibly look up the literature on this compound adequately since often the incorrect name is not listed or cross-indexed. Correct usage is a big help to both the synthetic chemist and the chemist compounder.-M.B.J.

BIMS of New York Holds Second Schultes Memorial Tournament

The second Martin F. Schultes Memorial Tournament was held by BIMS of New York on September 30 at the Pelham Country Club, Pelham Manor, Westchester.



Baron Domenico Correale's jasmin fields in full bloom. Factory near Reggio Calabria is seen in background.



Charles Pisano and Baron Domenico Correale chat together while enjoying local figs in front of factory.

Italian Citrus Crops Below Normal Due to Dry Spell

Due to the long dry spell in the citrus growing regions of Sicily, Reggio Calabria and other parts of Italy the crops will be below normal this year according to Charles Pisano president of Citrus & Allied Essential Oils Co. who returned September 3 with Mrs. Pisano, their son Richard and their daughter Phyllis, from an extended three months trip through Sicily, Reggio Calabria, the rest of Italy, Switzerland and the Italian and French Rivieras by automobile.

Mr. Pisano reported that the bergamot crop will be below the estimated 150,000 kilos. The lemon crop in Sicily appeared to be normal but it was too early to estimate the annual production. Prices were steady, around \$6.25 to \$6.50 per pound for pure oil but it was not easily obtainable although at the foregoing levels some business was

being done with Europe. Considerable quantities of questionable oil was available Mr. Pisano reported, which had been mixed for the U. S. trade but was not being shipped because of the difficulties of entering this merchandise in the United States. The crop of neroli in Sicily and Reggio Calabria was not too plentiful and prices were relatively high, whereas the jasmin crop in the two localities appeared plentiful and was in full swing during August.

File Brief on Pineapple Products Definitions

Members of the National Fruit and Syrup Mfrs. Assn., Flavoring Extract Mfrs. Assn. of the U.S., and the National Mfrs. of Soda Water Flavors have filed a brief with the Federal Security Administration on proposed definitions and standards for "crushed pineapple" and pineapple juice.



Distribution through the Medical Profession



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Soaps



Improved Fatty Acids

Significant improvements have been effected in the simple distillation process which ensure a great improvement in product quality and uniformity of yields

PAUL I. SMITH

HE considerable interest focussed on the fractional distillation of fatty acids has, during the last few years, tended to detract from the importance of the older stripping process. It is, how-ever, important for soapers to bear in mind that significant improvements have been effected in the simple distillation process which ensure a great improvement in product quality and uniformity of yields. In the main these improvements have been made possible by means of continuous operation under high vacuum and relatively low temperature through the medium of indirect heating of Dowtherm vapours. Distillers have always been concerned about the degradation of fatty acids as a result of exposing them to high temperatures prior to placing them under the high vacuum conditions in the still itself. Modern techniques and new plants have overcome this difficulty and make certain that undesirable oxidation changes are reduced to an absolute minimum.

Ralph W. Berger writing in the Journal of American Oil Chemists Society, March, 1952, claims that today the process of simple distillation of fatty acids is able to satisfy many of the exacting needs of user industries largely owing to the adoption of new and efficient techniques, such as de-aeration of feed stock before heating; vacuum drying of the crude fatty acids at low temperatures; indirect heating of the fatty acids to distillation tem-



Paul I. Smith

peratures by means of condensing Dowtherm vapours within the bubble trays of a stripping still; low hold up and minimum heat transfer temperature in the still and removal of entrainment from the distillate vapour stream before condensing the product. Mr. Berger also stresses the importance of continuous operation of the distillation process under automatic instrument control; installation of efficient product condensing and cooling systems and methods of wet scrubbing the exhaust and vapour stream after condensing the product. There is little doubt that an important factor responsible for the production of higher fatty acids from the stripper is the widespread use of stainless steel equipment which does a great deal to metallic contamination, which of course tends to encourage rancidity changes.

Bleaching Activated Earths and Particle Size

In any discussion of activated earths interest is invariably aroused in the optimum particle size necessary for efficient bleaching. Although the finely ground earths bleach more rapidly than the coarse powdered materials, the latter offer certain important advantages, e.g.:

1. The larger particle size facilitates easier and quicker filtering.

 Increased porosity of the filter cake ensures that a lower percentage of oil is retained than would be possible with a cake made up of fine particles: the reduced oil loss is an important consideration to the refiner over a period of a year or so's working.

There is less wear on the filter cloth and parts of the press when using coarse particles than with fine ones.

Automatic Titrations

TITRATION is necessarily an exacting and tiresome operation and in the modern soap plant a large number of titrations need to be carried out during any one week to ensure that alkaline solutions are up to strength. By means of an ingenious new piece of ap-

WHAT'S

IN A DROP OF PERFUME....

There are many things more than precious oils and fine chemicals that go into the making of her perfume—and not the least of these is

Research _

Our research teams are untiringly seeking new aromatic bodies through micro-analysis, molecular distillation, and all forms of higher organic chemistry. This effort results in new organic compounds, new isolates from existing materials, and improved techniques. Of the hundreds of research developments, relatively few are accepted for use in fine perfume materials. Yet around these new aromatics, the imaginative genius of the perfume chemist can create intriguing new and unusual fragrances.

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CHICAGO - PHILADELPHIA - SALT LAKE CITY - SAN FRANCISCO - LOS ANGELES - SEATILE - PORTALNO, ORE. - PLANT-ELIZABETH, N. J. - VAN AMERINGEN-MAEBLER S. A. R. L., PUTEAUX (SEINE), FRANCE



paratus titrations can be carried out automatically. This makes possible a higher degree of uniform accuracy and employment of less personnel in testing laboratories. According to the manufacturers, the apparatus works by raising the beaker holder into the set position which automatically starts the stirrer motor and begins delivering titrating solution into the sample. A special circuit electrically anticipates the approaching end point, scaling down delivery of the titrating solution in progressively smaller increments to make certain of a highly accurate titration. When the end point is reached, the delivery of the titration solution immediately stops and a light flashes on to indicate the completion of the titration. All this takes place without any supervision or attention.

Procter & Gamble Co. Opens Soap, Detergent Laboratory

Procter & Gamble Co. has opened a new multi-million dollar laboratory for research in soaps and synthetic detergents at Venice, O., on the Miami River, 17 miles from downtown Cincinnati. It will house a staff of 300, including 110 graduate chemists and engineers.

Glycerine Producers Assn. Opens Award Nominations

The Glycerine Producers' Assn. has opened nominations for the three glycerine research awards to be given January 27, 1953. The awards, which carry cash stipends of \$1,000, \$300, and \$200 respectively, were established to acknowledge and encourage research in the use of glycerine and its derivatives. Nominations will close on November 15.

N. Y. Travelers Aid Society Recruits R. W. Peet in Drive

Roy W. Peet, of the Association of American Soap & Glycerin Producers Inc., has accepted the chairmanship of the Soap Division in the 1952 Fund Raising Drive of the Travelers Aid Society of New York. He joins 117 other business leaders in New York in helping to raise the 1952 goal of \$406,000.

Foragers Annual Banquet Set for January 9

The annual banquet of Foragers will be held January 9, 1953 at the New York Athletic Club.

Light Screening Creams

IN a light screening cream, the vehicle plays a part as important as any screening agent that can be incorporated, and the type of base used has a marked influence on the efficacy of light screening agents. The vanishing cream type of base is both effective and of good cosmetic quality (Lancet 2, 247, August 12, 1950) and glycerine is frequently an important constituent of this type of cream.

The following vanishing cream base is of good cosmetic quality, is stable, and makes an even, fine emulsion:

Stearin				9					a	25
Triethanolamine										1
Glycerine							0			10
Oil of theobroma			0			0				1
Çetyl alcohol										
Distilled water	0	0		0			0	0		62.5

Prevention against the sunburn part of the spectrums is provided by a vanishing type cream base containing tannic acid 5%; quinine hydrochloride 5%; pyribenzamine 5%; sodium para-aminobenzoate 10%; salol 10%; or yellow soft paraffin 50%. Any one of these creams may be used to prevent sunburn.

In the more unusual cases of sensitization to the violet-blue region of the spectrum, the above substances are ineffective and recourse must be had to the physical screens, but even these are only partially effective.

Some relief may be obtained from physical screens in the form of calamine, zinc oxide, bismuth subcarbonate, titanium dioxide, ichthammol, or insoluble pigments in face powders and grease paints. All of these preparations are cosmetically less desirable because more obvious to the observer than chemical screens in vanishing cream bases. Nevertheless, they offer the best protection against solar urticaria generally caused by the longer visible wave lengths responsible for this condition, and against which the chemical screens are ineffective. The two following formulas are useful in this type preparation:

(1) Calamine				15	gr.	or	ml.
Zinc oxide			*	5	99		22
Bentonite .				9	2.9	2.9	9.9
Glycerine .				5	9.9	22	2.3
Distilled wa							
make				100	22	2.2	22

(2) Titanium	0	li	0	X	i	d	e	15	gr.	or	ml.
Bentonite				0				10	29	9.9	9.9
Glycerine					0		0	5	2.9	22	97

Distilled	water	to				
make			100	gr.	or	ml.

Chemists' Assn. Open Door Meet Features Symposium

A symposium on "Everyday Chemistry—Cosmetics and Household Chemicals" will be featured at the Open Door Dinner-Meeting of the Assn. of Consulting Chemists and Chemical Engineers, Inc. on October 28 in the Baroque Room of the Hotel Belmont Plaza, New York.

Speakers will include: Robert E. Horsey, sales manager, Sindar Corp. New York, on "Cosmetics"; Dr. M. Geneva Gray, head, Pharm. & Toxicol. Res., Arthur D. Little, Inc., Cambridge, on "Health Hazards of Cosmetics" and Maurice S. Sage, Diplome Ing. Chem., Univ. de Chemie Industrielle, Caen (France), Sage Labs., Inc., New York, on "Household Chemicals." Thomas P. Kearney, Ind. Test. Labs., will be the moderator.

Wholesale Druggists' Assn. Completes 78th Meeting

The National Wholesale Druggists' Assn. held its 78th annual meeting September 28 to October 1 at the Ambassador and Ritz-Carlton Hotels, Atlantic City, N.J. Speakers included General Robert W. Johnson, chairman of the board, Johnson & Johnson, who discussed "The Salaried Forces." Among those heading entertainment committees were W. G. Mennen, Jr., Mennen Co., and Northam Warren, Jr.

John Oster Mfg. Co. Completes Annual Sales Meeting

The annual sales meeting of the John Oster Mfg. Co., producer of barber equipment, was recently held at the home plant in Racine, Wis.

Paris Symposium on Synthesis of Perfumes on June 24

A symposium on the synthesis of perfume will take place on June 24, 1953, in Paris, followed by the 17th Congres International d'Esthetique et de Cosmetology on June 25 and 26, on the occasion of the second Salon de la Chimie. Further information may be obtained from Sebastien Sabetay, editor, Industrie de la Parfumerie, 28, rue Saint-Dominique, Paris, 7e, France.

Hints for Improving Production

A suggestion for developing better manufacturing methods. . . . Need for work simplification. . . . Developing a questioning attitude towards improving anything that is done. . . . New equipment for the plant

NCE upon a time there was a superintendent who said his Factory Manager, "I my foremen might have some ideas on 'a better way to do this job'." That's as far as he got. The boss cut him off with, "We're not going to waste our time hashing this over with a bunch of foremen. Let's put an expert on this job." . . . That was once upon a

This factory manager didn't believe his foremen were capable of having ideas for methods improvement. If they did have them he didn't think they would be much good. You managers may still feel this way towards your supervisors. If so, you are living in the land of "Once Upon a Time"-the past.

Today progressive superintendents and managers are doing everything in their power to encourage their foremen to think. They want their ideas. They help their foremen think up ideas. They even go so far as to teach the foremen how to develop ideas for methods im-

provements.

Today, our sales methods, our clerical methods and our manufacturing methods are all being subjected to critical analysis by everyone in the organization. Sometimes, in fact most always, this critical analysis results in some startling innovations. Today, there is a very definite move on foot to mobilize both supervisors and experts into a coordinated attack on poor methods.

This organized and coordinated attack on poor methods is not something that just happened over night. It is the result of a rather long period of development. The first 25 years after the turn of the century, a number of outstanding management men began to devote their entire time and effort to improving quality and reducing labor costs through a more orderly and systematic approach to methods improvement. As a result of their efforts, the improvement of methods rapidly became an important factor in the development of American industry. It became so important that along with other factors, it began to overshadow the traditional contribution of the average supervisor and foreman to improved operating methods. This was the era of the efficiency expert!

Shortly before World War II, it became apparent to many managers that this emphasis on experting was ignoring the great potential in supervision for developing better methods. Recognized authorities specializing in the field of methods improvement, began to re-emphasize the principle of participation in methods improvement by all levels of management. This re-generation of a basic American principle has resulted in a wide and intense use of work simplification training programs for supervisors.

A work simplification program is a common sense approach to improving methods by employing the brain power of the entire supervisory organization in your company. It is an organized method for stimulating and helping supervi-

(1) Eliminate unnecessary work, which takes time and effort and yet adds nothing to the income of the company.

(2) Combine necessary operations, to accelerate accomplishment and get two for the price of one, both in effort and cost.

(3) Simplify the necessary work, make it easier and quicker to do, make it easier to learn and to supervise.

(4) Improve upon the utilization of equipment, materials and

facilities.

Work simplification training develops a questioning attitude directed towards improving anything that is done. It provides the foreman with simple, common sense

improvement principles which he can use to help him think up better methods.

Specifically, a work simplification training program for supervisors consists of five essential parts. First, Teaching the supervisor how to improve methods.

Second, Assisting the supervisor to apply what he has learned.

Third, Referring the supervisor's ideas for better methods to management for approval.

Fourth, Following-up to maintain activity.

Fifth, Reporting results to management, the department head

and the supervisor.

Research and experience has taught us that each of these parts is as essential as the other four.-From an address by J. R. Ryan at Lehigh University before the Pennsylvania Manufacturing Confectioners Assn.

Greater Capacity Pulverizer

The new Model D Pulva-sizer is of the same general design and construction as model C but has a capacity 50 per cent greater than it by virtue of a larger rotor diameter and grinding chamber according to an announcement by the manufacturer, Pulva Corp.

Double Shut Off Valved Coupler

A make and break double shutoff valved coupler has been designed by the Henry Valve Co. Built originally for either ammonia or freon refrigerants in connection with refrigerated trucks, the coupler is also said to have wide industrial applications wherever pneumatic or hydraulic lines are involved.

Molded Rubber Hose

Five basic types of molded rubber hose, color coded for identification according to use are offered by the Thermoid Co.

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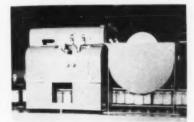
THE NEW YORK OFFICE OF P. ROBERTET & CIE. . Grasse, France

302 October, 1952

The American Perfumer

Cellulose Bottle Banding

A new automatic cellulose banding machine has been devised by the Smith, Kline & French Laboratories which will be produced and marketed by the Economic Machin-



New automatic banding machine

ery Co. According to the designers the machine will automatically apply bottle neck bands now put on by hand in the bottling and packaging operations of a wide variety of industries. Cellulose in a continuous strip is cut to length in the machine just before placing over the neck of the bottle. The machine may readily be incorporated into existing packaging lines and is easily movable to meet the requirements of changing production schedules; and is operated by one girl. Bottles are fed into the machine on a conveyor belt and positioned under a plunger. Meanwhile the tubing has been unreeled automatically and pulled down through a strip feed magazine by a feed control cylinder. Knife blades sever the bands and almost simultaneously vacuum grippers on either side open it. The band is moved underneath the plunger and as it descends to the top of the bottle cap, the band is transferred onto the neck of the bottle. The machine is designed so that the bands are uniformly and accurately transferred onto the bottles. Registered cutting of printed or perforated bands assures exact location for vertical position. The operator needs only to thread the cellulose strip into the machine and turn it on, the manufacturers point out.

Rapisonic Homogenizer

Faster emulsification, less power consumption, less emulsificants needed, less initial cost and complete portability are afforded by the Rapisonic homogenizer according to Ultrasonics, Ltd. The ultra vibration technique of producing emulsions or dispersions, the company states, is faster and more effective than anything hitherto conceived. It is also claimed that the Rapisonic has an output of 5 to 7 gallons per minute or 300 to 400

gallons per hour. Full details about it are given in a pamphlet which will be sent on request.

Vial Filling Machine

Up to 1200 four ounce vials per hour can be filled with the new automatic pipette and vial filling machine according to the National Instrument Co. Smaller volumes, it is added, can be dispensed at speeds up to 90 per minute. The makers point out that it was designed for rapid, foam free delivery of liquids into vials, ampoules and small containers including sprinkler neck bottles. It fills directly from any drum or container and is portable. An electric counter indicates the



Automatic vial filling machine

total number of fills. An electronic control provides a wide range of operating speeds adjustable from 6 to 90 fills per minute. It occupies 8x11 in. of bench space and weighs 30 lbs.

New Plastic Film

A new vinyl plastic film developed especially for packaging essential oils to assure the protection of flavors and odors packaged in it known as K-flex BV is announced by R. L. Kuss & Co.

Torsion Laboratory Balances

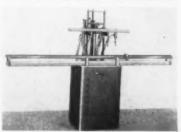
A new line of laboratory balances constructed on the torsion principle is announced by the Torsion Balance Co.

Fabrication of Equipment

Facilities for the fabrication of new stainless steel chemical processing equipment are available from Consolidated Products Co. Inc. according to an announcement from it. Specifications for tanks, kettles, stills and special equipment may be sent to the company which maintains a staff with years of experience in engineering, designing and production.

Bottle Filler

A new line of low cost semi-au-



Bottle filling set-up

tomatic bottle filling machinery is announced by Lipac, Inc. The new filler can be supplied with 6 to 12 filling valves and, the makers state, is adjustable to handle from one ounce to gallon size containers of glass, tin or plastic. All contact parts are stainless steel. The equipment includes an 8-ft. adjustable guide track, vacuum pump, motor and an automatic overflow system. Contact parts are demountable for cleaning between production runs. A 15 gal. stainless steel supply tank is mounted at the rear of the filler and is equipped with a float levelcontrol valve. The fillers are made for filling all types of free flowing, viscous and foamy liquids such as shampoos, lotions, etc.

Fully Automatic Filler

Fully automatic filling of 40 to 60 containers of liquids and semisolids per minute is now possible with the new two piston filler offered by the F. L. Burt Co. accord-



Liquid and semi-solid filler

ing to their description. An 8-ft. long chain conveyor conveys cartons, cans or jars under dispensing pistons that are adjustable from 2 oz. to quarts and gallons.



Specify Mack with confidence for all plastic molding requirements. One of the original plastic molders, Mack experience dates back over three decades to the beginning of the industry. From design to final inspection, Mack Molding methods are keyed to meet industry's varied needs. Complete service-from blueprint to finish - features deliveries to meet assembly line schedules. Inquiries will receive prompt attention; address Mack Molding Company, Inc., Wayne, New Jersey.



OVER 30 YEARS OF MOLDING SERVICE TO INDUSTRY

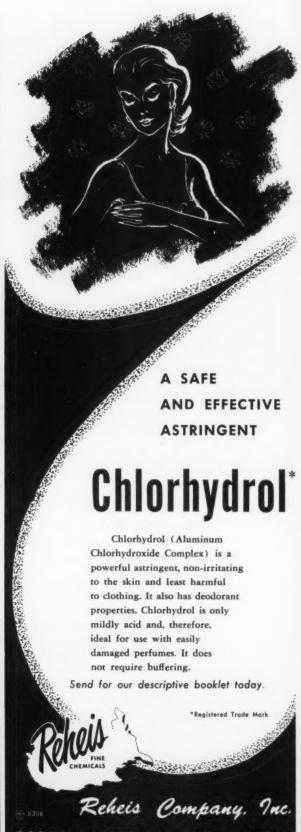
molded parts





ARLINGTON, VERMONT





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EWS and EVENTS

T.G.A. Board of Directors Planning 1953 Convention

Plans for the T.G.A. 1953 convention, to be held May 12, 13 and 14 at the Waldorf-Astoria Hotel, New York, were discussed at a meeting of the board of directors. The board voted to extend invitations, as in the past, to all known manufacturers of perfumes, cosmetics, and other toilet preparations, regardless of whether they are members of the association.

A. L. van Ameringen Back at His Desk After Illness Abroad

A. L. van Ameringen, president of van Ameringen-Haebler Inc., New York, N. Y., accompanied by Mrs. van Ameringen, returned September 30 on the S.S. United States after spending the summer in France.

While in Paris, Grasse, Cannes and St. Germaine, Mr. van Ameringen who has a legion of acquaintances on the continent, met many old friends, including a number from the United States who happened to be traveling abroad.

An interesting part of the trip was the inspection of the new factory of his company's subsidiary, van Ameringen-Haebler, S. A. R. L. in Puteaux, Paris. After the visit Mr. van Ameringen expressed his satisfaction with the progress made by the concern and its prospects for increased usefulness in serving manufacturers on the continent. Already the company has outgrown its present plant capacity and is now looking for new and larger quarters.

While playing golf on June 28 Mr. van Ameringen suffered a slight heart attack and was confined in a hospital in Paris for four weeks. His enforced rest resulted in a complete recovery and his many friends throughout the industry will be gratified to learn that he has resumed all of his normal



A. L. van Ameringen

activities in business as well as his civic and other interests outside of the industry.

OPS Considers Ceiling Raise of 10 Cents Cosmetics

OPS has requested manufacturers of 10 cent cosmetics to complete and return to it a reporting form containing cost and price data which will enable it to consider whether or not and to what extent to raise ceiling prices.

Forms 1953 T.G.A. Convention Program Committee

Pierre Harang, chairman of the Convention Program Committee for the 1953 T.G.A. Convention, has announced the following members of his committee: Edward J. Breck, John H. Breck, Inc.; Robert B. Brown, Bristol-Myers Products Co.; Paul Carey, Tussy Cosmetiques, Thomas B. Haire, publisher of Cosmetics and Toiletries, and Frazer V. Sinclair, publisher of Beauty Fashion.

National Beauty Salon Week Committee Appointed

N.B.B.M.A. president Karl Mamlok announced the appointment of the following National Beauty Salon Week Committee at the recent board of directors' meeting:

R. R. Hoffman, chairman, M. L. Arend, H. D. Baldridge, E. J. Breck, B. F. Breslauer, Harry Fidel, R. L. Gelb, C. O. Long, Mrs M. S. Mattson, P. D. Spaeth, R. W. Stephan, M. J. Suter, and I. A. Willat.

Robert R. Hoffman, Revlon Products, Chairman of NBBMA's National Beauty Salon Week Committee, presented an enthusiastic report in which he pointed out the industry's national associations are wholeheartedly supporting the promotion of 1953 National Beauty Salon Week (February 22-28, 1953).

An innovation proposed for the promotion of the 1953 "Week" would be the distribution to all beauty shops, without cost to them, of a National Beauty Salon Week kit, containing material which will help shops promote the "Week" and professional beauty services. In 1950 and 1951, the kits were sold to beauty shops. However, to get wider distribution and usage of National Beauty Salon Week promotional material, it is felt the kits should be supplied free of charge to beauty shops.

Cocoa, Chocolate Makers Ask Increase in Sugar Quota

A request for upward revision of the 1952 sugar quota of 7,700,000 short tons, raw value, has been filed with Secretary of Agriculture Charles F. Brannan by Gordon P. Peyton of the Assn. of Cocoa and Chocolate Mfrs. of the United States. The current rate of distribution is said to run well above 8,100,000 tons, and the low quota is claimed to have forced the price of sugar to a higher level than at any time during the life of the 1948 Sugar Act.

Advertising Claims Viewed at Chicago S. C. C. Meeting

Irving D. Auspitz, executive vicepresident of Weiss Geller, Inc., Chicago, spoke on "Can Cosmetic Chemists Catch up with Advertising Claims?" at the October 14 meeting of the Chicago chapter of the Society of Cosmetic Chemists at Henrici's Restaurant, Merchandise Mart. Mr. Auspitz has had years of successful association with leading proprietary and cosmetic manufacturers throughout the country.

Consolidated Royal Chemical Corp. Buys Liquinet Co. Stock

Consolidated Royal Chemical Corp. has bought 50 per cent of the common stock of the Liquinet Co., and the latter's operations are now being handled from the Consolidated Royal offices, 657 W. Chicago St., Chicago, Ill. Merger of the two concerns may take place within a year.

Morningstar, Nicol Acquires Innis, Speiden & Co. Plant

Morningstar, Nicol, Inc., has acquired the 25,000 square feet Jer-

sey City factory and three absorption base, gum and wax departments of Innis, Speiden and Co. The concern has transferred the wax department to Frank B. Ross,



Edward O'Grady

Inc., Jersey City, N.J. The department will remain under the supervision of James Wickstead as in the past.

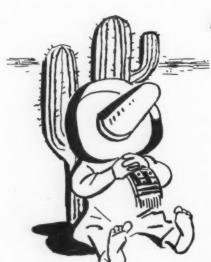
The other operations will be reorganized as the Natural Gum and Absorption Base Department of Morningstar, Nicol, Inc. Edward O'Grady and the Innis, Speiden & Co. technical staff will continue in charge of manufacturing and sales, it has been announced.

National Newspaper Toiletries Ads Up 15.5% in First Quarter

National newspaper advertising of toilet requisites gained 15.5 per cent in the first quarter of 1952 over that of 1951, with expenditures forming 5.8 per cent of otal national newspaper advertising in that period. Dentifrice advertising rose 116.1 per cent, perfumes and cosmetics 5.9 per cent, and toilet soap advertising fell 15.6 per cent in the first quarter of 1952 as compared with the first quarter of 1951.

Mellon Institute Establishes Division of Microbiology

Mellon Institute has established a division of microbiology that will function in the department of analytical chemistry. This new division will be available to research departments and fellowships of the Institute for specialized advice and short-time studies in bacteriology and for assistance in investigations concerning yeasts and molds. It will likewise render service to the Institute's members in the more refined applications of microscopy, particularly in the field of phase microscopic examinations.



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N.B.B.M.A. Organizes 1952-1953 Committees

The N.B.B.M.A. board, following the recommendation of president Karl H. Mamlok, has appointed the following committees for 1952-1953:

Executive committee: Robert R. Hoffman, chairman, Edward J. Breck, Ben F. Breslauer, Jule Gordon, Ira S. Wilson and Sheldon R. Odell.

Finance committee: Harold F. Bertrand, chairman, Harold D. Baldridge, Edward J. Breck, E. A. Faust, Jule Gordon, and Paul J. Mulvanev.

By-Laws committee: Arthur M. Arthur, chairman, Harold D. Baldridge, W. H. H. Davis, C. W. Godefroy, Richard W. Stephan, and J. H. Welsh.

Publications committee: Marcel J. Suter, chairman, Harold F. Bertrand, Henry Cascio, James R. Miller, Frank Rosendahl, and C. Van Housen.

Membership committee: Max C. Fogel.

A Trade Show Advisory Committee to consult with and guide the manager director in making arrangements for the 1953 National Beauty Trades Show has been formed. Members are: Frank Rosendahl, chairman, Mark L. Arend, Arthur M. Arthur, Ben F. Breslauer, Richard L. Gelb, Robert R. Hoffman, J. D. Kaufman, Eleanor J. Murphy, Arthur S. Posner, Phil D. Spaeth, and Ira S. Wilson.

A Dealers' Liaison Committee to meet with national and local supply dealers associations has also been formed. Members are: Ben F. Breslauer, chairman, Edward J. Breck, Harry Fidel, Jule Gordon, Sheldon R. Odell, Frank Rosendahl, and Ira S. Wilson.

BIMS of Boston Closes 1952 Golf Season

BIMS of Boston enjoyed its final tournament of 1952 at the Nashua (N. H.) Country Club September 16. There were many guests from the New York and Boston areas.

Golf prizes were won by R. P. Cupit of Dewey & Almy Chemical Co., Arthur B. Morganstern of the Verney Corp., H. C. Milton of American Cyanamid Co., James A. Farley of Commercial Solvents Corp., Charles T. Hoye of Rexall Drug Co., and E. W. Norton of United-Carr Fastener Corp. E. C. Richardson of U.S. Industrial Chemicals won the prize for the most unusual golf shot.

Winners of door prizes were A. A.

Lawrence of Dow Chemical, Gerald D'Amico of Fritzsche Brothers Inc., and Joseph J. Flanagan of the Potter Drug & Chemical Corp.

Chairman Hart Harris Jr. of S. B. Penick & Co. thought our readers might like to know that the dinner included "thick, juicy, individually broiled filet mignon with corn on the cob."

John P. Remensnyder Occupies New Heyden Chemical Post

John P. Remensnyder has been elected to the newly created office of chairman of the board of Heyden



John P. Remensnyder

Chemical Corp. and Simon Askin has been elected president. Barrett Brown, partner of R. W. Pressprich and Co. was elected a director to take the place of Dr. Donald B. Keyes who has resigned.

Mr. Remensnyder, who has been associated with Heyden for over 32 years, became president in January 1950 and served as vice president and director of the corporation from 1944 to 1950. Mr. Remensnyder is chairman of the Board and a director of St. Maurice Chemicals, Ltd. of Montreal.

Mr. Askin, who has been associated with Heyden since 1943, has served since 1948 as vice president in charge of industrial relations and purchasing and a director of Heyden. Mr. Askin also has served as president of American Plastics Corp., a Heyden subsidiary, since 1948.

H. L. Johnson Forms Variety Store Sales Service

A new professional sales service in the variety store field, Johnson & Co., Inc., New York, N. Y., has been formed by Herman L. Johnson, Jr., formerly general manager of the House of Westmore. First to name the newly created organization to handle its variety sales distribution is Helen Neushaefer, Inc.

Grapette Products Co. Market Tests Beverage Syrup Flavors

Market tests of eight beverage syrup flavors are being conducted by Grapette Products Co., new subsidiary of Grapette Co. The syrups are bottled in novelty jars, such as a kitten with a slotted top which may be used as a child's bank when empty. The concern also claims to be the first major beverage concern to offer a line of beverage syrups.

Michigan Group Completes Golf Season, To Hold Xmas Party

The Chemical and Allied Industries Assn. of Mich. will hold its regular winter meetings October 27 and November 24 in the Detroit-Leland Hotel. A Christmas party has been scheduled for Saturday night, December 20, at the Book Cadillac Hotel.

The final golf outing of 1952 took place September 23 at the Western Golf & Country Club.

Scottish Retailers: Women Buy Most Men's Toiletries

Men's cosmetics are mostly purchased by women, Scottish retail outlets report. According to one recent survey, some 90 per cent of the total men's products sales are done through women. As a result, sales techniques follow a feminine approach.

Best-sellers include flesh-colored invisible talc and after shaving lotion, which are 'discreetly fragrant in a very masculine way.' Most hairdressers carry a limited range of masculine toiletries, and some a very extensive range, but the bulk of the trade appears to be done through chemists, stores, and beauty shops.

Kraft Products Mfrs. Export Assn. Formed

Kraft Products Mfrs. Export Assn. has filed papers with the Federal Trade Commission under the Export Trade Act (Webb-Pomerene Law) as an export trade association for manufacturers of paper, tall oil and tall oil derivatives.

Members of the association are: Albemarle Paper Mfg. Co., Arizon Chemical Co., Camp Mfg. Co., Inc., International Paper Co., St. Regis Paper Co., Union Bag & Paper Corp., Gilman Paper Co., Hudson Pulp & Paper Co., and Hollingworth & Whitney.

Offices of the association will be located at 521 Fifth Ave., New York, N.Y., in the office of Israel B. Oseas, counsel.

Dr. L. C. Barail Describes Odor-Testing Method

Speaking at the September 17 meeting of the American Society of Perfumers, Inc. Dr. Louis C. Barail, consulting biochemist and toxicologist, said that the study of the deodorizing properties of chlorophyll and its derivatives has become so important that scientific ways of measuring the intensity of odors are now of prime interest to the cosmetic industry.

More deodorizing products have been investigated during the past few months than in the first fiftyone years of this century, he pointed out. More research has been done to replace the empiric ways of measuring the lasting qualities of perfumes by means of sci-

entific instruments.

Relating his research in the field of deodorants and perfumes, and the first Osmometer he built eighteen years ago, Dr. Barail described the nature of the problems which have to be solved in order to obtain accurate measurements of the intensity of odors. A great many variables have to be eliminated or reduced to a minimum, Dr. Barail stated, citing the need of a large range of measurable intensities, the necessity of controlling the humidity, pres-

sure and flow of air over the specimen to be evaluated, and many other important factors. To meet these requirements he built the new Barail Osmometer, his twelfth instrument of the kind, for the special purpose of testing cosmetic products. It eliminates variable factors, and any trained technician can theoretically measure up to 300 different intensities of odors. The precision of the instrument is such that if several operators are working on the same sample, the differences in accuracy do not vary more than 4 to 5%.

The Barail osmometer is used in the Drug, Pharmaceutical and Cosmetic Industries, and the diffusion of chlorophyll-containing preparations in the market was preceded by scientific studies which were conducted for the manufacturers of the leading preparations before they were offered to the American

public.

Chlorophyllins have been found to be most effective when applied locally, for instance in tooth pastes, mouth washes, colognes, soaps, shampoos and in the treatment of wounds and local infections, according to Dr. Barail. Besides chlorophyll derivatives, Dr. Barail added, other deodorants, perfumes and many other cosmetic products can

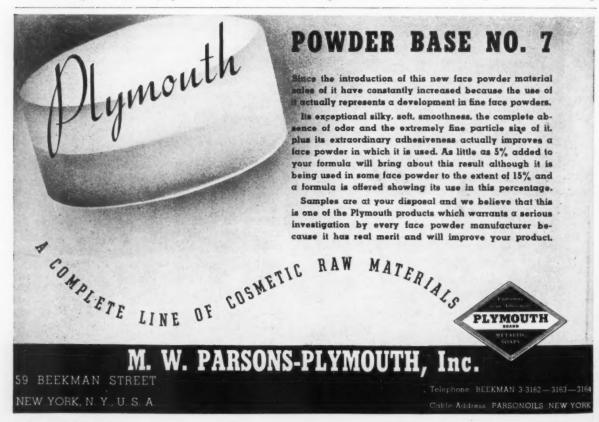
be investigated by means of the Osmometer as they all contain odoriferous substances. Such are rouge, lipstick, mascara, face powders, colognes, hair lotions, hand lotions, tonics, cold wave lotions, hair dyes, bath salts and many others.

An important use of the osmometer is seen in the evaluation of packaging materials for their effectiveness in preventing odor contamination of cosmetics from without and loss of odors from within the package. Furthermore, packaging materials can be investigated for their odor inertness which protects the contents against any kind of self or extraneous odor contamination.

Mennen Co. To Open Morris Township, N. J., Plant

The Mennen Co. will begin moving into a modern new plant in Morris Township, N.J., about the first of the year, George S. Mennen, vice-president, announces. The company has been located in Newark, N.J. since it was founded 75 years ago.

The new structure will afford Mennen considerably increased production facilities, and, for the first time, will consolidate office, manufacturing and warehousing



facilities under one roof. Moving will take place over a three or four month period under a schedule which calls for departments and

that plant space can be doubled easily in the future. It is located on a 100-acre site about one mile from Morristown, New Jersey and 30



Drawing of the new Mennen Co. plant at Morris Township, N. J.

production lines to be shifted without any loss in inventory.

The new building provides more than 264,000 square feet of space, including a laboratory for research and testing, an underground tank farm for storage of liquid raw materials, scientific processing equip-ment, completely automatic packaging equipment and time-saving conveyor lines.

The building is so constructed

miles from New York City, on a siding of the Delaware, Lackawanna and Western Railraod.

Mr. Mennen said the company's executive staff would be the first to move to the new quarters, probably about January 1, 1953. The other departments will start moving one by one shortly after the date, with the entire transfer being made by truck over a three or four month period.

Chicago Fragrance and Beauty **Show Scores Success**

Over 150 buyers had registered for the Chicago Fragrance and Beauty Show within two hours of its opening, and the business placed on that first day, September 14, was in keeping with the early attend-

Popular items included Christmas tree and stocking packages, perfume vials, lipstick and tiny cologne sticks in colorful plastic containers, to retail at \$1, and Shy Products Co.'s Demure, with measuring dispenser, said to be the first feminine hygienic deodorant con-

taining chlorophyll.

Fresh ideas included Wrisley's bubble bath in ivy bowl, its Show-man and its "Big Top" soap, its after bath freshener, and its quilted satin talc box with matching cologne container similarly boxed, aqua blue lanolated Hair Sheen in the His line of The House for Men, Inc., the new Ciro single unit assortment of five fragrances, and Charles of the Ritz' flat travel or office kit with an empty box to be taken to the new salon for mixedto-order filling. Both latter items sold for \$5 and were taken off sale

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early in the opening day because production would not permit further deliveries in time for holiday delivery.

Parfums Corday offered "A Man's World," with plastic bottles of shaving lotion, cologne and talc. Also new were a liquid perfume sachet and purse cologne in three fragrances and a metal case in which the cologne stick is to be inserted. A stick of hand-cream for purse use was exhibited by Herb Farm.

Chain Drug Stores to Develop Cosmetic and Fragrance Sales

The inroad of self service and other groceries in the sale of cosmetics which formerly belonged very largely to the drug stores came up for a lot of serious thought at the meeting of the Associated Chain Drug Stores in the Hotel New Yorker, New York, September 22, 23 and 24; and the net result was that the drug stores came up with some sound merchandising solutions calculated not only to develop their sales but also to stimulate the sales of all types of cosmetics generally.

A suggestion was also made that groceries would offer their own branded cosmetics rather than handle established lines. The chief problems of the retail druggist in handling cosmetics it appeared are the duplication of products of all kinds which they carry, the giving away of free goods with regular products by manufacturers and the lack of more and better merchandising methods on the part of the stores. Some of the largest cosmetic manufacturers were present and that was regarded as fortunate because many druggists felt that manufacturers had no appreciation of the problems of the drug store in selling cosmetics.

Jean Despres, Coty Inc., was general program chairman; and Davis Factor was chairman of the day; J. Wiedhopf of Parfums Ciro spoke on perfumes; Miss Christine Chiossi of Richard Hudnut discussed treatment lines; Miss Dolly Read of Max Factor & Co. spoke on make-up; Lewis F. Bonham, Alfred D. McKelvy Co., discussed men's lines; Jules Montenier spoke on deodorants and John J. Steeves, Lever Bros. Co., discussed permanent waves. Miss Kay Brown of

Yardley of London gave some interesting merchandising points. Jean Despres finally gave a resume of merchandising beauty and fragrance in chain drug stores.

Chain stores can achieve a substantial increase in over-all sales and extra traffic by specialized promotion and display of fragrance products, J. S. Wiedhopf, president of Parfums Ciro, Inc., said.

Mr. Wiedhopf urged that executives of the manufacturing companies and those of drug chains join in regular planning and examination of fragrance product merchandising as a means of building added volume.

Too many manufacturers insist on selling their entire lines to chain stores, instead of concentrating on the faster-selling items and quick turnover essential in chain operation

Medium-price ranges also are characteristic of the fast-sellers, he noted, and careful emphasis on these can facilitate better promotion, display and less-cluttered inventory. Mr. Wiedhopf urged that chain store operators think of fragrance products in terms of all-year selling, rather than for special

Synthesized Floral Absolutes Superlative Supreme Perfume Resinoids Perfume Oils Essentials Savon Doux Soleauromes Floraquae Solub-Oils Solidaromes Dr. Alexander Katz Co. F. RITTER & CO. Taste-Perfumes Essential Los Angeles 39, California for Lipsticks **Aromatics** Branch Offices in Principal Cities

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occasions, and give them distinctive displays and advertising, instead of allowing them to be offered next to gadgets, toys and kitchen utensils.

He reminded the group that fragrance products represent a \$100,-000,000 annual business, which has shown steady gains over recent

William J. Hug was elected President of Associated Chain Drug Stores which is a buying group composed of 25 of the largest chain drug store companies with more than 2,000 drug stores throughout the United States.

Philadelphia Cosmetic Assn. Elects New Officers

More than 500 cosmetic and perfume buyers from all over the East attended the 11th anniversary show of the Philadelphia Cosmetic Association held recently at the Benjamin Franklin Hotel in Philadelphia. Some 75 members, representing the country's major lines, displayed Christmas merchandise.

At the annual meeting Leon I. Stein, Dana Perfumes, was elected president of the association. Other officers named included W. H. Merner, Jr., of Richard Hudnut, vice-

president; Hurst U. Eckles, of T. J. Holmes, secretary, and Chester H. Tosh, Breck, treasurer. Former president Jon E. Stein, Dana, will



Jon Stein, outgoing president of the Philadelphia Cosmetic Assn., presents "Miss Greater Philadelphia" with a variety of cosmetic products.

serve as ex officio member of the board of directors.

Others on the board include Harry R. Barr, Guitare; J. Henry Healy, Lanvin: Sol C. Kass, LinBren; Ed List, Wrisley; William Moran, Evyan; J. Ernest Redmile, Trejur; George Sheplee, Rubinstein; William J. Showaker, Yardley, and Fred Steinman, Faberge.

Highlights of the cosmetic show were a buyers' forum, a visit from the new "Miss Philadelphia" and a dinner dance which was addressed by Mrs. Evelyn Green Haynes, beauty editor of Vogue Magazine.

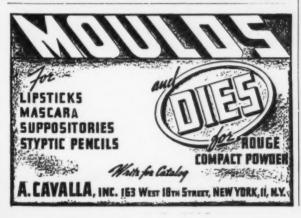
beauty editor of Vogue Magazine.
For the buyers' forum, Leon
Stein served as moderator. Panel
members included Mrs. Miriam
Gibson French, Fragrance Foundation director; Lawrence Moore,
Hecht Co., Baltimore; Harry Sylk,
Sun Ray Drug Co. president; Lawrence Rohde, Hecht Co., Washington, and Robert McLanahan, of
State College, Pa.

Among Our Friends

J. H. R. STEPHENSON has resigned as sales manager of Givaudan-Delawanna, Inc., and will announce his future plans later.

J. B. MAGNUS, vice-president of Magnus, Mabee & Reynard, has returned from his mid-western







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CHICAGO LOS ANGELES ST. PAUL MONTREAL
TORONTO HAVANA MEXICO CITY
LONDON PARIS

DR. ODON S. KNIGHT has joined S. B. Penick & Co., New York, in full charge of the company's engineering activities, including those of the company's subsidiary, The New York Quinine and Chemical Works, Inc.

PIERRE HARANG of Houbigant Sales Co. has been appointed chairman of the Convention Program committee, and LAMSON SCOVILL of Scovill Mfg. Co. has been named chairman of the T.G.A. convention committee for 1953. Both chairmen will appoint their own committee members and will announce them at a later date.

LEONARD STOLLER has been appointed advertising manager of Givaudan-Delawanna, Inc. He has been connected with the company since 1947.

W. J. WICK, executive vicepresident of Kolmar Labs., is visiting Paris to work on expansion plans of Kolmar-Europe.

BENSON STORFER, president of Parfums Corday, has been elected a director of the T.G.A., replacing CHARLES A. MOONEY, who resigned to enter the drug field.

ADOLPH SCHWARZ, director of Polak & Schwarz, Zaandam, Holland, who has been in this country



Adolph Schwarz

since the latter part of July returned on the *United States*, October 17. While here he was present at the inauguration of the company's new plant at Teterboro, N. J., and visited the company's branches in Los Angeles, Chicago and St. Louis. Most of his time however was spent in conference with executives of the American company in New York, Mr. Schwarz

was gratified with the progress being made by the American company and its branches and was optimistic over the business outlook. The trips in this country were made by airplane but the ocean trips were made by boat. Mr. Schwarz was accompanied by Mrs. Schwarz.

JAMES S. SCHMIDT left Dodge & Olcott October 1 to join Dammann & Smeltzer. Dodge & Olcott was recently acquired by Fritzsche Brothers, Inc. Mr. Schmidt, a former president of the Vanilla Bean Assn., had been manager of Dodge & Olcotts' vanilla bean department for many years.

ELY BALGLEY, formerly in charge of applications research for Heyden Chemical Corp., has been transferred to the Market Development Dept. and assigned to the promotion of new products.

R. BRUCE KIDENEY has been appointed vice-president in charge of manufacturing for the Wildroot Mfg. Corp. With the company for more than 33 years, he had been general manager of manufacturing since 1945. His father, the late ROBERT J. KIDENEY, was one of the company's founders.



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America's Original Lanolin Producer ESTABLISHED 1914 Sales Office: 509 Fifth Ave. New York, N.Y. PAUL I.. COOLEY has been appointed by Norda Essential Oil & Chemical Co., Inc., New York, as its Pacific coast manager, with headquarters at 1250 Folsom St., San Francisco, Cal. This is in line with the current expansion work of the concern, which includes the maintenance of substantial stocks in San Francisco.

R. E. HORSEY has been appointed sales manager for Givaudan-Delawanna and Sindar Corp.

DR. ALEXANDER FARKAS has resigned as perfumer for Faberge, Inc.

MRS. BEVERLY C. STIANSEN, vice-president in charge of sales for Mary Chess, Inc., left September 21 on a three-week trip through the Southern territory with Southern representative MISS FRANCES BALFOUR to expand distribution and to line up spring promotions.

FRANCOIS GOBY, director of Tombarel Freres, Grasse, France, who commutes annually to the United States, arrived in this country late in September. He is making his headquarters with the American Co., Tombarel Products Corp., New York, and with its executives is visiting his many friends in the trade.

MRS. EDYTHE B. BELMONT, formerly product, packaging and



Mrs. Edythe B. Belmont

merchandising consultant for the Harriet Hubbard Ayer Div. of Lever Bros. Co., has been named Packaging Consultant for all divisions of the company.

CHESTER A. SMELTZER a specialist in vanilla, and a Free-holder of Bergen County, N. J., is observing his 50th year in the vanilla bean industry. He started his career in the vanilla business with the old firm, H. Marquardt &

Co., importers of general merchandise. He later became associated with Dodge & Olcott and spent some time in the French West Indies to establish a curing station there. He later went to Mexico to assist in a new method of curing beans. Prior to establishing his own firm, Mr. Smeltzer was a partner in the firm, Dammann & Smeltzer. He is now gathering material for a book he plans to publish, "Romance of Vanilla."

ERNEST SHIFTAN, vice president of van Ameringen-Haebler Inc. New York, N. Y. accompanied by Mrs. Shiftan have returned from a four months' trip abroad most of which time was spent in Paris and Grasse, France. The trip across the ocean was made both ways by airplane. While in Paris Mr. Shiftan inspected the company's new plant in Paris.

ARTHUR NOTO, sales manager of the drug and department store division of Hudnut Sales Co., is handing out cigars on the birth of ROBERT ARTHUR NOTO.

WALTER CONKLIN has returned to Wallace Paper Box Corp. following a long illness.



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Waxes — Stearic Acid — Hydistear

CORA A. COLBERT has been appointed Junior Sales Representative by Tussy Cosmetiques, assisting representative H. P. Morris in North Carolina, South Carolina, Tennessee and Virginia.

HENRY PENTNEY has been promoted from assistant purchasing agent to purchasing agent of the Wildroot Co., Inc. EDWARD J. PEMPSELL has been appointed comptroller.

MRS. MIRIAM GIBSON FRENCH, executive director of The Fragrance Foundation, recently made a guest appearance on Dave Elman's television program "Curiosity Shop" over WOR-TV.

GEN. R. W. JOHNSON, of Johnson & Johnson, has returned from an expedition to Greenland.

ROBERT A. ARMSTRONG who was recently appointed sales

manager of the Goldschmidt Chemical Corp., New York, N. Y., is well known in the industry with which he has been connected since he



Robert A. Armstrong

joined the company in 1946 following service in World War II. He was graduated from Pratt Institute, specializing in chemistry. He is married and lives in Belleville, N. J. Mr. and Mrs. Armstrong have two children, a boy and a girl. Mr. Armstrong have two children, a boy and a girl. Mr. Armstrong have two children, a boy and a girl. Mr. Armstrong have two children, a boy and a girl.

strong is vice president of the alert CIB3 and for recreation he enjoys golf.

WILLIAM C. ELLIS, 64 who has completed 50 years with Heyden Chemical Corp., was presented with a thousand dollar-coupontype bond by president John P. Remensnyder and was elected the second member of the Heyden 50 Year Club. He also received a wristwatch at an "oldtimers" luncheon with veterans of the industry in the Chicago area.

Obituary

John A. Shelnutt

John A. Shelnutt, salesman in the Beauty and Barber Supply Division of the John Oster Mfg. Co., died September 15 at his home in Macon, Ga., following a brief illness.

FAITHFUL SERVICE JOHN HORN FOR OVER FORTY YEARS JOHN HORN \$35-\$39 TENTH AVE., NEW YORK 19, N.Y DIE STAMPING FOR BOXMAKERS JOHN HORN \$35-\$39 TENTH AVE., NEW YORK 19, N.Y DIE STAMPING EMBOSSING Telephone: Cable Address Columbus 5-5600 TOURNIABELS NEW YORK

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Market Report

Tartrates Low In Mixed Market

THE trend in raw material prices was highly mixed over the past month. There were a number of firm spots in essential oils and aromatic chemicals, but these were offset by rather substantial reductions in the major tartrates, new low prices for citronella oil and lemongrass, and persistent rumors of an early break in ethyl alcohol. Caffeine was highly unsettled as the result of low priced offerings of imported material, and the downward trend in menthol continued due to disappointing demand and more favorable prices for synthetic materials.

Gum Rosin Recovers

Gum rosin prices staged a good recovery from the low levels prevailing during the summer months however, and a decidedly firmer tone developed in gum tragacanth and vanilla beans. Most vegetable waxes were likewise firm with current conditions surrounding the market suggesting an upward trend in values as replacements, particularly with regard to carnauba from Brazil, become more necessary. While no price developments were noted in glycerine, underlying conditions remained very firm with trade observers anticipating a continued tight supply situation over the remainder of the year. Alkalies, namely modified sodas, caustic potash, caustic soda and chlorine, turned firmer as the result of strikes which closed two plants, one at Corpus Christi and the other at Wyandotte, Michigan. Continuation of labor difficulties in the alkali industry could be reflected in a great many items including those essential in the processing of many raw materials.

Major Tartrates Reduced

The reduction in the major tartrates, namely tartaric acid and cream of tartar, amounted to 41/2 % to 51/2 % a pound. It represented the first change in the market since December, 1950. Possibilities of more favorable crude costs and increased competition brought about by the appearance of low cost imported

acid and cream were the reasons extended for the decline.

While shipping prices for Formosan citronella oil have strengthened, future price developments in the primary market are not likely to have any immediate effect upon local prices in the face of recent heavy arrivals into this market. Its low price has served to stimulate its usage here, but trade estimates place recent imports at approximately a million pounds, a quantity far in excess of what might normally be used in a period of a year or more.

Demand for lemongrass oil failed to be sufficient to lend any real support to the local market. Consequently prices dropped to a new low level of \$1 per pound. Firm spots in essential oils in-

Firm spots in essential oils included peppermint, spearmint, lemon, anise clove, and some of the higher priced floral oils. In the aromatic chemical market, citral displayed a soft tone reflecting the weakness in the basic lemongrass oil. Maker's prices for coumarin remained steady but there was a tendency on the part of some dealers to shade these figures.

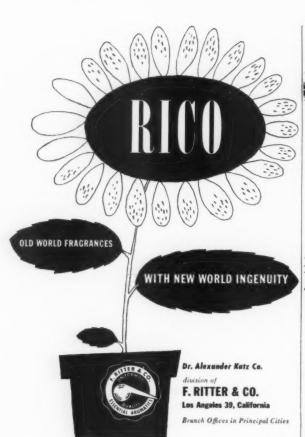
Natural Methol Down

In the face of current low prices of citronella oil, which tend to place synthetic menthol makers in a good competitive position, it is exceedingly difficult to make any predictions regarding the future trend of prices for natural menthol from Brazil and Japan. Prices of natural menthol are continuing at the lowest level in several years. Advices from Japan were rather bullish but they failed to have any influence in this market because of competitive conditions and the absence of any real buying support. The acreage of mint in Japan is reported to be 30 percent greater than it was last year. The yield of mint oil from which menthol is produced is running about 40 percent ahead of last year and it is believed that menthol production will amount to about 423,900 pounds this year. Due to limited demands for the account of United

States buyers, producers in Japan are planning to sell a good part of the production to Europe at better prices. Synthetic menthol, said to be free from widely fluctuating prices, is reported to be enjoying a wider outlet in the manufacture of finished products. Because of certain characteristics, the natural product is preferred in certain articles it is said. Current prices on natural menthol ranging from \$5.75 to \$6.90 per pound are in sharp contrast to prices of over \$14 per pound prevailing in the early part of 1951.

Glycerine

Unless some unforeseen development should arise that would materially reduce the demand, glycerine production should increase to around 16,000,000 pounds this month (October). Synthetic glycerine production has been resumed following a strike that completely tied up the output for sixty days with a resulting loss of approximately 8,000,000 pounds. The greater output of this chemical should enable producers to build stocks up to about 50,000,000 pounds by the end of the year. At the end of July glycerine stocks had fallen to 45,699,000 pounds from 50,720,000 pounds in the previous month, June, or to the lowest level since October, 1950. Prior to World War II, or before glycerine was synthesized on a commercial scale, real concern was expressed when glycerine stocks fell below 50,000,-000 pounds. The unsettled tone in ethyl alcohol is attributed to a disappointing demand and more favorable molasses costs. As soon as fermentation producers start using 7¢ molasses, some adjustment in alcohol prices is likely to be noted. Thirty million gallons of Cuban molasses was purchased by an alcohol producer at 7¢ a gallon f.o.b., Cuba as against a price of 20¢ a gallon named by the Cubans early this year. Because of remaining heavy molasses stocks some trade observers believe a further break in molasses will be noted before the end of the year.





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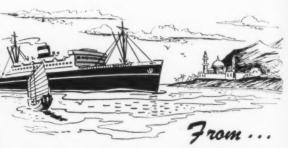
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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS		Java type		.80	Marjoram 3.80@	4.25
All prices per lb, unless otherwise	sneci.	Cloves, from buds		8.00	Neroli-	
fied.	spect.	Leaf		3.00	Haitian 90.00@	110.00
neu.		Copaiba		3.00	French200.00@	235.00
Almond Bit, FPA per lb. 2.85@	4.25	Coriander	23.50@	26.00	Nutmeg, East Indies 3.45@	4.00
Sweet True	.85	Croton		5.25	Ocotea Cymbarum70@	.85
Apricot Kernel	.65	Cumin	4.95@	5.80	Olibanum 5.60@	7.40
Amyris 1.80@	2.15	Dill—			Opopanax 45,00@	48.00
	135.00	Weed	3.50@	4.10	Orange, Florida 1,75@	2.00
Anise, U.S.P 2.10@	2.50	Seed, Indian		4.00	Brazilian 1.50	Nom'l
Avocado 1.00@1		Erigeron		7.00	Calif., exp 1.85@	2.75
Bay 1.55@	2.10	Eucalyptus 80-85%		1.45	Distilled 1,10@	
Bergamot 14.00@	16.00	70-75%	.95@	1.30	Origanum 2,10@	3.00
Artificial 3.00@	4.25	Fennel, Sweet		3.00	Orris Root, concrete (oz.) 7.00@	10.00
Birchtar, crude 1.50@	1.65	Garlie (oz.)		8.00	Concrete, extra 10.50@	
Birchtar, rectified 2.70@	3.00	Grapefruit		2.75	Patchouli 7.50@	
Boise de Rose 4.20@	4.60	Geranium, Rose, Algerian		25.00	Pennyroyal, Amer 4.10	Nom'l
Cajeput U.S.P 2.10@	2.75	Bourbon	12.85@	17.25	European 2.50@	
Cajeput (technical) 2.25@	2.65	Turkish		7.75	Peppermint natural 6.35@	7.50
Calamus 20.00@	25.00	Ginger		16.75	Redistilled 6.90@	7.85
Camphor "White"30@	.50	Guaiac (Wood)		2.25	Petitgrain 2.75@	3.25
Cananga, native 9.00@	10.15	Hemlock		2.80	Pimento, Berry 4.80@	5.50
Rectified 11.00@	12.50	Juniper Berry		2.75	Leaf	3.15
Caraway 3.75@	4.80	Laurel leaf		12.00	Pinus Sylvestris 2,50@	
	62.50	Lavandin	2.85@	4.00	Pumilio	3.75
Cardamon 50.00@ Cascarilla 35.00@	40.00	Lavender, French 40-42%	6.25@	7.75	Rose, Bulgaria (oz.) 42.25@	58.00
Cassaia, rectified, U.S.P. 5.00@	5.75	Spike	1.50@	2.25	Synthetic, lb 30.00@	35.00
	3.50	Lemon, Calif		6.00	Rosemary, Spanish65@	1.00
Cedar leaf U.S.P 2.35@	.70	Italian		10.25	Sage, Spanish 1.00@	1.50
Cedar Wood				1.75	Sage, Dalmatian 9.50@	10.00
Celery 16.50@	20.00	Lemongrass		7.50	Sandalwood, N. F 9.50@	
	300.00	Limes, distilled		9.25		10.00
Cinnamon oil, Bark 28.00@	35.00	Expressed		4.20	Sassafras—	0.5
Leaf 2.25@	3.10	Linaloe wood			Artificial	
Citronella, Ceylon50@	.85	Lovage (oz.)		12.00	Snake root 31.00@	35.00
Java 1.10@	1.25	Mace	3.55@	4.25	Spearmint 8.35@	8.80

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C	2.25@	2.75	Ethyl Capronate	2.00@	2.63	Bismuth, subnitrate 2.65@	
Sweet birch Southern		3.00	Ethyl Cinnamate	2.50@	2.80	Borax, crystals, carlot ton 61.25@	81.25
Northern		8.00	Ethyl Formate	.70@	.80		133.50
Tansy			Ethyl phenylacetate	1.20@	1.35	Calcium, Phosphate08@	.08%
Thyme, red			Ethyl Propionate	.90@	1.00	Phosphate, tri-basic0634@	.071
White			Ethyl Salicylate	1.00@	1.50	Camphor, pwd., domestic60@	.63
Valarian, extra			Ethyl Vanillin	6.75@	7.30	Castoreum, nat., cans 7.00@	10.0
Vetivert-			Eucalyptol	1.85@	2.25	Cetyl, Alcohol Extra 1.32@	1.3
Bourbon	23.00@	30.00	Eugenol	3.00@	3.50	Chalk, precip. bags, clts02 %@	.03
Haitian			Geranoil, dom	1.25@	2.25	Cherry Laurel Water, jug,	
Java	35.000	38.00	Geranyl Acetate	1.70@	2.15		Nom'
Wintergreen, Southern		15.00	Geranyl Butyrate	4.75@	5.10	Citric Acid	.291/
Northern		13.50	Geranyl Formate	4.65@	4.95	Civet, ounce 4.45@	12.0
Wormseed	9.00@	10,50	Guaiac Wood Acetate	4.65@	5.00	Cocoa butter, bulk67@	.6
Wormwood			Heliotropin, dom	3.75@	4.00	Cyclohexanol (Hexalin)30@	.3:
Ylang Ylang, Bourbon			Hydrotropic Aldehyde	6.00@	6.35	Dextrine, white, cwt 8.68@	8.8
Haitian	12.85	Nom'l	Hydroxycitronellal	6.25@	6.90	Fuller's Earth, Mines ton . 27.00@	30.00
			Indol, C. P.		19.75	Glycerin, C. P 34½@	.343
			Iso-borneol	1.65@	1.80	Soap lye, crude	.2
TERPENELESS (HLS		Iso-butyl Acetate	.85@	1.50	Gum Arabic, pwd	.20
Bay	3.00@	3.60	Iso-butyl Benzoate	1.10@	1.50	Amber	.163
Bergamot			Iso-butyl Salicylate	2.15@	3.00	Gum Benzoin, Siam 3.50@ Sumatra	3.8
Grapefruit	46.00@	60.00	Iso-eugenol	4.10@	4.85		.4.
Lavender			Iso-safrol	2.10@	2.80		.4
Lemon			Linalool		7.00	Gum Myrrh	
Lime, ex.			Linalyl, Acetate 90%		6.55		.3
Distilled			65-70%		5.25	Henna, pwd	.0
Orange sweet			Linanlyl Formate		13.00	Labdanum 4.10@	5.2
Peppermint			Linalyl Propionate	11.0000	11.55	Lanolin, hydrous36@	.3
Petitgrain			Menthol—	5 750	5.00	Anhydrous	.3
Spearmint			Brazilian	5.75@	5.90	Magnesium, carbonate1114@	.1
			Japanese		7.15	Stearate	.4
E3 23 23 23 2 4 100 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		4.7.0	Synthetic	5.35@ 2.40@	5.50 2.65	Musk, ounce 40.00@	50,00
DERIVATIVES AND C	HEMIC	ALS	Methyl Anthranilate		3.10	Olibanum, tears	.21
Acetaldehyde 50%	2.15@	2.50	Methyl Anthranilate extra	.60@	2.25	Siftings	.18
Acetaphenone	1.60@	1.80	Methyl Ginnamata	1.75@	2.25	Orange Flower Water,	
	1.95@	2.25	Methyl Cinnamate	6.25@	7.38	gal 1.75@	2.2
C 9			Methyl Henting Corbonate		53.00	Orris Root, Italian20@	.20
C 10		2.30	Methyl Heptine Carbonate	3.30@	3,65	Paraffin	.071
C 11			Methyl Naphthyl Ketone	1.10@	1.75	Peroxide (hydrogen U. S. P.)	
C 12			Methyl Phenylacetate Methyl Salicylate	.50@	.65	bbls	.03
Aldehyde C 8			Musk Ambrette	5.60@	5.70	Petrolatum, white063/8@	.085
C 9			Ketone	5.35@	5.60	Quince Seed	1.50
C 10			Xylene	1.75@	1.90	Rice Starch	.14
C 11				2.50@	2.80	Rose flowers, pale60@	.65
C 12			Neroline (ethyl ether) Paracresyl Acetate	2.20@	2.75	Rose Water, jug (gal.) 1.50@	2.00
C 14 (Peach so-called)	6.85@	7.50	Paracresyl Methyl Ether	2.50@	3.00	Rosin, M. per cwt 8.50@	8.63
C 16 (Strawberry			Paracresyl Phenyl-acetate .	4.75@	5.40	Salicylic Acid ,46@	.52
so-called)	5.85@	6.20	Phenylacetaldehyde 50%.	2.75@	3.25	Saponin No. 1 2.75@	2.80
Amyl Acetate	.55@		100%	4.10@	4.65	Silicate, 40° drums, works,	
Amyl Butyrate	1.00@	1.25	Phenylacetic Acid	1.65@	2.25	100 pounds 1.10@	1.40
Amylcinnamic Aldehyde .	2.20@	2.40	Phenylethyl Acetate	1.80@	2.00	Sodium Carb.	
Amyl Formate	1.00@	1.25	Phenylethyl Alcohol	1.75@	2.00	58% light, 100 pounds 1.60@	4.63
Amyl Phenylacetate	3.75@	4.10	Phenylethyl Butyrate	4.20@	4.50	Hydroxide, 76% solid,	
Amyl Propionate		1.60	Phenylethyl Propionate	3.40@	4.00	100 pounds 3.35@	4.5
Amyl Salicylate			Phenylethyl Salicylate	4.35@	4.80	Spermaceti	.3
Amyl Valerinate			Phenylethyl Valerianate	5.70@	5.90	Styrax 1.50@	1.8
Anethol			Phenylpropyl Acetate	3.40@	4.20	Tartaric Acid	.441/
Anisic Aldehyde			Phenylpropyl Alcohol	2.90@	3.25	Tragacanth, No. 1 3.00@	3.30
Anisyl Acetate		6.75	Safrol	1.00@	1.35	Triethanolamine	271/
Benzyl Acetate	.75@	.85	Scatol (oz.)	2.65@	3.40		Nom'
Benzyl Alcohol	.78@	.85	Styrolyl Acetate	1.75@	2.50	Zinc stearate, U.S.P 376	.30
Benzyl Butyrate	1.75@	2.00	Thymol, crystals	3.30@	3.40	Oxide, U.S.P	.1
Benzyl Cinnamate	3.30@		Vanillin (clove oil)		7.25		
Benzyl Formate	2.00@	2.30	(guaiacol)	3.00@	3.25	OILS AND FATS	
Benzophenone	1.75@	2.00	Lignin	3.00@	3.25		203
Benzyl-isoeugenol	9.85@		Vetiver Acetate		50.00	Castor, refined, drums29@	.291/
Benzyl Propionate	1,600	2.20	Violet Ketone Alpha	9.90@	10.25	Coconut, crude, Atlantic	***
Benzyl Salicylate	1,900	2.10	Yara Yara (Methyl ether)	2.35@	2.80	norts, tanks	.111/
Benzylidene Acetone	2.00@	2.75				Double distilled, drums .201/2@	.211/
Bromstyrol	5.75@	6.35	BEANS			Corn. crude, Midwest,	2.42
Butyl Acetate, normal	.17@		Vanilla beans-			mill, tanks	.141/
Cinnamic Alcohol	2.65@		Bourbon	3.00@	3.50	Corn Oil, refined, tanks17@	.173/
Cinnamic Aldehyde		1.40			3.00	Cottonseed, crude tanks131/2@	.1.
Cinamyl Acetate	3.75@	4,50	Mexican, cut		3.75	Grease, white	.061/
Citral, C. P			Tahati	2.40@	2.75	100	Nom'
Citronellol	2.10@	2.55	Tonka Beans Surinam		1.35	Lard, Oil. common,	201
Citronellyl Acetate		3.20	Angostura		1.80	No. 1 drums	.121/
Citronellyl Butyrate		5.70	PHENORME	1.1040	1.00	Olive, edible (gal.) 2.40@	2.50
Coumarin	2.75@	3.25	SUNDRIES AND I	RUCS		Peanut, crude tanks17@	.171/
Cuminic Aldehyde		Nom'l				Peanut, refined tanks213/4@	.2:
Cyclonol			Acetone		.14	Red Oil, single distilled	
Diethylphthalate	.333/4 @	.40	Ambergris, ounce		17.50	drums	1,1
Dimethyl Anthranilate		6.00	Balsam, Copaiba		1.70	Double distilled16@	.171/
Diphenyl Methane	1.15@	1.30	Canada fir, gal	32.50@	34.00	Stearic Acid	
Diphenyl Oxide	.60@		Peru	1.40@	1.65	Triple Pressed141/4@	.1
Ethyl Acetate	.35@	.38	Beeswax. bleached, pure			Double Pressed12@	
Ethyl Benroate	.85@		U. S. P	.76@	.78	Tallow, acidless, drums093/4@	.101/4
Ethyl Butyrate	.80@	.95	Yellow, refined	.63@	.66	Tallow, extra	.06

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